

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 18, 1986

a Benn publication

High Street health service gets under way in pharmacies

PSGB Council against Shops Bill as eleventh hour campaign is launched

Mr Silverman gets Medicines Commission seat

PSNC and DHSS poles apart on remuneration

Kodak lose to Polaroid: offer 'Instant' credit



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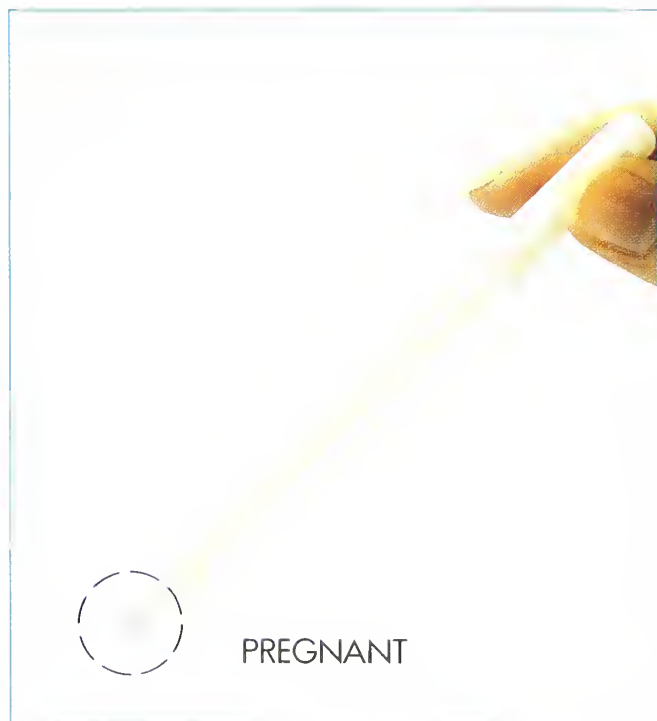
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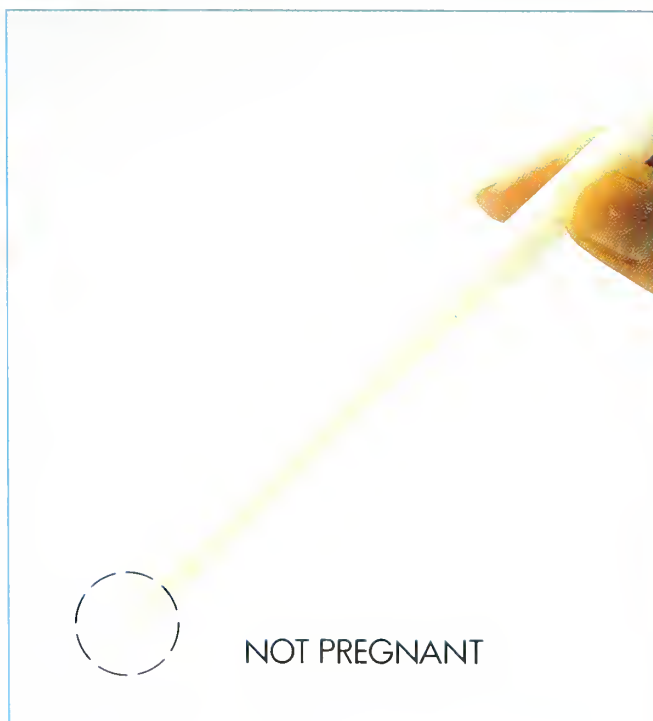


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## COMMENT

Every profession has its critics both within and without — pharmacy is no exception. So, with the report of the Nuffield Inquiry into pharmacy just around the corner and variously presumed to contain both good and bad news for Members, it is good to hear of two independent organisations who respect and value the part played by pharmacists in the community. What is more, both the Health Education Council and the Family Planning Association look to an expansion of the pharmacist's High Street role as a purveyor of "good advice".

The national launch of retail pharmacies as health care information centres later this month (see p76) stems from a five-year project by the Family Planning Information Service of the Health Education Council and the Pharmaceutical Society into the feasibility of disseminating family planning advice through pharmacies.

Not only did the research spawn the "Contraceptive



Health Care through the Pharmacy" report last April, leading up to the imminent national launch of the pharmacy family planning information service, it showed also that community pharmacies were ideally suited to be information points for all areas of health care. As the director of information at FPA, Miss Zandria Pauncefort says: "Pharmacy has been totally undervalued and underused. If you add 11,000 fully trained health care professionals to existing services then it can only be good."

Community pharmacists, then, have yet another opportunity to reinforce their claim to an

extended role as health care professionals. As National Pharmaceutical Association director Tim Astill has said often — the pharmacist is the only health care professional to see the public regularly — in sickness and in health. So, while it is not surprising to see that the NPA is giving financial backing to the first two parts of the pharmacy scheme — family planning and no-smoking — it is good to see that the Department of Health will sponsor an anti-drug abuse initiative in April and May.

Pharmacists now have a golden opportunity to prove to themselves, the public and their supporters in the health care world that they are ready, willing and able to expand their horizons. By participating wholeheartedly in this scheme they can, perhaps, anticipate both Nuffield and part 2 of the new contract — assuming, that is, that part 1 will yet emerge alive and kicking from the Government's womb to be legally adopted.



# Pharmacy health care scheme launch

**A national scheme which aims to extend the health care role of the pharmacist and make the pharmacy a centre for information on health care has reached the final stages of the run-up to its national launch at the beginning of February.**

Backing for the pharmacy as a High Street advice centre has come from the Health Education Council and the Family Planning Association, both supporters of the scheme. Leaflet dispensers, free leaflets and a reference booklet will be mailed to the 11,400 community pharmacies in England, Scotland, Wales after January 20 in time for the launch. A covering letter from all the organisations which have been involved will be included. They are: the Family Planning Association, the Health Education Council (through the Family Planning Information Service), the Pharmaceutical Society, the National Pharmaceutical Association, and the Scottish Health Education Group.

The launch is the culmination of a five year project initiated by FPIS in 1980. It approached the PSGB with the idea of distributing family planning information through the pharmacy. Zandria Pauncefort, director of information at the FPA says that in the early stages of the project it became clear that if there was to be a national scheme it should cover all areas of health care and not just family planning. A report in April 1985, "Contraceptive Health Care through the Pharmacy" (C&D, April 27, 1985) recommended that the project went ahead, and plans continued for a national launch in Spring 1986 with the distribution of the first leaflet — "There are eight methods of birth control."

"We are launching with the most difficult subject you could find. If a contraceptive health care campaign is successful the others should be too," says Miss Pauncefort.

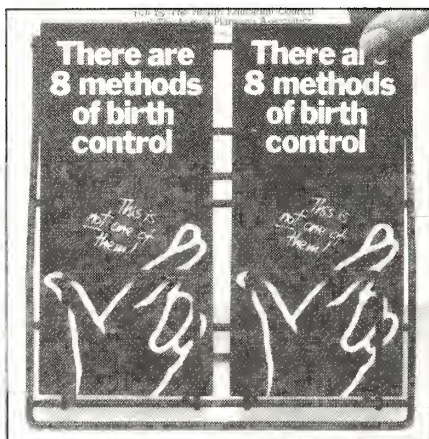
The family planning campaign will run for just over a month and, at the end of February, the second series of leaflets will be distributed through NPA to coincide with national no-smoking day on March 12, entitled "Give up smoking one day at a time." Both family planning campaign and the no-smoking will be supported by the NPA's national advertising campaign with a £43,000 spend on each. The third leaflet due for April and May has been provided

by the Department of Health as part of its national anti-drug abuse move. The FPIS will be writing to other health organisations and offering the use of the leaflet dispenser to them for distribution of their information. "We want it to be seen as a national resource and the costs to these organisations will be minimal. A national campaign with information distributed through 11,000 outlets will cost under £10,000," says Miss Pauncefort.

Miss Pauncefort feels that pharmacists and pharmacies have been under utilised in the past and this view was reflected in the report she submitted to the Nuffield inquiry on the project. "Pharmacy has been totally undervalued and underused. If you add 11,000 fully trained health care professionals to existing services then it can only be good."

The HEC has been committed to the pharmacy project since its inception in 1980. It has provided extra funding of £150,000 necessary for the leaflet dispensers, leaflets and reports etc. Margaret Jones, Family and Personal Health co-ordinator at HEC said "We have always seen the pharmacy as one of the ideal places to pass information onto the public. Pharmacists are dealing directly with them. One of our problems in the past has been that although we pass information to other health care professionals, we don't know that it actually gets to the public. With this project we will know whether or not they are receiving it." She urged pharmacists to make space for it in their pharmacies if they can.

**The leaflet dispenser produced by the HEC which pharmacists will be receiving shortly**



## No progress on fees and on-cost

**Department of Health proposals on dispensing fees and on-cost for this year's remuneration package were being discussed by the Pharmaceutical Services Negotiating Committee this week. The Department is opposing the substantial increase in Basic Practice Allowance being proposed.**

However, a fundamental difference in negotiating posture is becoming apparent between the two parties. PSNC is negotiating from the existing position, seeking improvements in the current contract. The DHSS appears to be rejecting any initiatives which are not consistent with the proposed new contract, says PSNC financial executive Mike Brining.

An example of this is the PSNC's proposal to re-introduce the "special consideration" clause in the Essential Small Pharmacies Scheme, which would allow waiving of the one mile limit in special cases. The DHSS has rejected this as it is not in the new contract, said Mr Brining.

The PSNC is waiting for clarification on the membership of the Pharmacy Review Panel. "We suspect the Minister of Health has decided to replace the chairman and one panel member. At the meeting last week the DHSS indicated the Minister had written to those members of the panel whom he wished to continue to serve on it," he said. This was a unilateral approach and PSNC was not pleased.

Consequently no further progress has been made on the notional salary and profit issues. No conclusion has been reached on nil discounts either. If on-cost is reduced nil discount items could end up being supplied by contractors at a loss. More work was needed on this point, said Mr Brining.

## Time up in NI

**The stocktaker costing dead stock for the Northern Ireland Pharmaceutical Contractors Committee following the introduction of the limited list, has declared that returns received after January 18 cannot be accepted.**

PCC secretary Mr T.I. O'Rourke said that around 350 stock returns had been received from contractors to be used by the Committee in negotiating compensation from the NI Department of Health and Social Services.

*Chemist & Druggist 18 January 1986*



## Products escape Bandits' trap

The Pharmaceutical Society's statement that the sale of Skoal Bandits and similar "non-smoked" tobacco products is contrary to the Code of Ethics, does not affect the sale of Stubit, Stoppers and other like products.

The Society's Council decided at its December meeting that pharmacists should not sell Skoal Bandits after being informed that epidemiological data and other information appeared to substantiate the claim that the use of "non-smoked" tobacco products was related to an increased risk of certain carcinomas. Following some confusion the Society says that the ruling covers only Skoal Bandits and other similar products believed to be in the pipeline.

Council is shortly to consider the sale of traditional tobacco products.

## Premises up 330 in 1985

The number of premises on the Pharmaceutical Society's Register increased by 12 in December to 11,436, up 330 on the year.

Since 1980, the number of premises on the Register have increased at a rate of around 100 a year. The larger increase in 1985 was due to a rush to register premises in the Summer before the proposed implementation of the new contract.

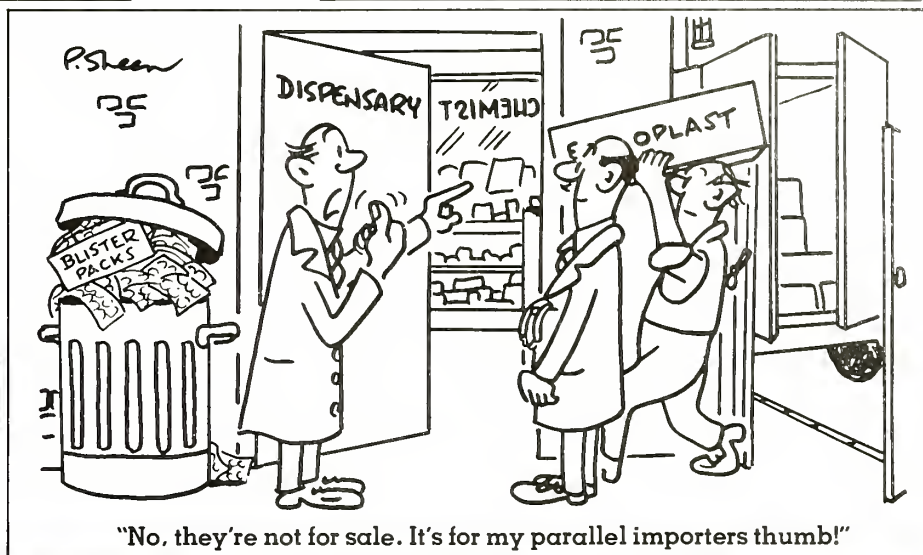
In December, there was an increase of 11 in England, with 23 openings and 12 closures. Scotland lost one, with one addition and two deletions, while Wales gained one, with two openings and one closure. London had three openings and two closures.

## Pharmacy not so popular

University applications for pharmacy courses starting in October 1986 were down by 12.2 per cent a fortnight before the final closing date, say the Universities Central Council on Admissions.

Some 2,223 candidates had put pharmacy first choice by December 1, compared to 2,534 at the same stage last year.

Chemist & Druggist 18 January 1986



## Commission's 'yes' to tampon prices

The price of tampons in Britain compares favourably with prices abroad despite the monopoly situation that exists among manufacturers, according to a report published on Wednesday.

The report, by the Monopolies and Mergers Commission, concludes that the market shares of Tambrands and Southalls (Birmingham), since absorbed into Smith & Nephew consumer products, constitute a monopoly situation. Nevertheless, "the prices charged for tampons does not operate against the public interest."

The Commission states that prices in four other European countries are similar to those in the UK and that in the USA and Canada they are higher. According to Southalls, Tampax regular 40s retailed

from £1.47 to £1.68 in August 1984, with the most common price being £1.49. Lillets regular 40s retailed from £1.43 to £1.69, with the most common price again being £1.49.

"This suggests that the statement in our last report (in 1980) that there were wide differences in retail prices in tampons is still true."

The report states that several changes have taken place since the 1980 inquiry. These are notably the marked improvement and reduction in price of external sanitary protection products, the increasing importance of retailers' own brands, and the increased probability of effective competition from new entrants to the tampon market.

On the question of retailers' own brands, the leaders in the field are now Boots and Sainsbury's, followed by Tesco and Asda, who together accounted for nearly 40 per cent of the sales of both Tambrands and Southalls in 1984.

## Script costs — ask your pharmacist

Women are being urged to compare the cost of their prescriptions with the cost of buying the same medicines direct by asking their pharmacist, in an article in *Woman* magazine (January 11).

The report by the magazine's consumer department is entitled "100 ways to beat prescription charges." It lists 100 commonly prescribed items and says: "If your doctor puts any of these down on a prescription form you could do better by asking the pharmacist to sell them direct, for all cost less than the £2 prescription charge." Three categories of medicines are described and it pointed out that if your doctor writes you up for a POM then you cannot "duck" the charge or "sickness tax" as it is described. This "buying direct dodge" however will only work when the

medicine prescribed is an OP and no special label or quantity is needed, and sometimes the quantity asked for means a prescription is cheaper.

London pharmacist Jerry Shulman is quoted as saying he points out such discrepancies to his customers and any pharmacist will do the same, even though it may mean less money for him.

*Woman* says that more and more people are relying on their pharmacists advice and some "even ask for guidance on which medicines they need most when a prescription contains several items that would cost £2 a throw." But it reminds readers that this is a question for their GPs, while the pharmacist is trained to advise on correct dosage and drug interactions. It concludes that: "It's always worth asking the pharmacist, you've nothing to lose."

**Health First**, a UK subsidiary of the Mutual of Omaha insurance group, has announced plans to offer private treatment for those on NHS waiting lists.



## Bomb scare at Mallinson House

The headquarters of the National Pharmaceutical Association were evacuated on Monday, January 13, following a bomb scare which is thought to have been set up by animal rights activists.

A message left on the answering phone service at Mallinson House on Sunday said: "There is a bomb in the building which will go off at 11 o'clock tomorrow morning. Do not treat this as a joke. This is for real."

The police were called on Monday morning after staff heard the message and the building was searched thoroughly. The post was also examined but nothing suspicious found. Police advised that the building should be cleared before 11am. They thought they recognised the caller's voice as a member of an animal rights group.

The building was cleared at 10.45am under the pretext of a fire alarm practice to avoid panic. All 80 or so members of staff had assembled in the car park within two minutes of the alarm sounding. NPA director Tim Astill then informed his staff of what had occurred that morning. It was 20 minutes before they were allowed to return and the staff waited in the lounge of Mr Astill's nearby home.

Mr Astill said it was the first time that a bomb threat had been received at



NPA staff shelter from the cold in director Tim Astill's lounge while the bomb scare deadline passes

Mallinson House, although in the early seventies several threats had been made at NPA headquarters in Southgate. "Animal rights groups just see the word 'Pharmaceutical' in our title and assume we are something to do with animal experimentation," he said.

Valda Elson, NPA staff and administration officer — who called the police — said there had been no panic and the evacuation had gone smoothly. Earlier she had become a little concerned when a police officer who had been checking the post had radioed back to the station. He had jokingly remarked: "Well I hope there isn't a bomb here, because my radio may have set it off!"

## NPA '86 advertising campaign details

The 1986 media schedule for the National Pharmaceutical Association national advertising campaign.

Publication	Cover date	Housewives with children readership		Total circulation
		000's	Cover %	
TV Times	February 6	1,787	27.4	3,023,083
Readers Digest	February	1,022	15.6	1,536,676
True Story	March			
True Romances	March	614	9.4	240,634
Woman's Story	March			
My Weekly	March 1	492	7.5	696,279
She	March	310	4.7	227,631
Chat	February 4 or 11	600	9.2	800,000
*Mother & Baby	March 86	441	6.8	97,394
Mother & Baby	May 86			
Womans Own	February 8	1,529	23.4	1,147,457
Family Circle	Issue 3	1,193	18.3	565,978

\* Both insertions to appear in features March = Contraception, May = Sex after Childbirth

■ Norwich City Council is to investigate conditions at May & Baker's agrochemical plant on the outskirts of the city after allegations concerning the risks to workers. The council is to examine management practices, conditions and

safety standards in chemical handling.

■ Searle's prostaglandin E<sub>1</sub> analogue misoprostol has been approved for the treatment of peptic ulcer disease by licensing authorities in ten countries.

## Merital data

Hoechst have made changes to the Data Sheet for Merital, following discussions with the DHSS.

The new Data Sheet expands the list of contraindications to the drug and carries details of a number of hypersensitivity reactions that have occurred. Hoechst say Merital should be used with caution in patients with ischaemic heart disease — relatively few side effects have been reported. Under side effects, abnormal liver function tests, hepatitis and jaundice have been reported and there has been one death from acute hepatic cell necrosis.

## DHSS on drugs

The Government is to spend another £2m on its campaign warning young people against the misuse of drugs.

Announcing the extra budgeting, the Secretary for Social Services Mr Norman Fowler said an independent evaluation of the initial campaign suggested it had had a real impact on young people. A new two-part video package aimed at the 13 to 15-year age group will be available free to secondary schools in England and Wales.

## Nasal interferon

An alaph<sub>2</sub>-interferon nasal spray, claimed to help prevent the common cold, could soon be commercially available in the US.

Successful trials with the spray were reported in the *New England Journal of Medicine* and the Schering Corporation is reported in *The Times* to have applied to the American Food and Drug Administration for approval to market the product.

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## Medicine controls at farm auctions?

**The Animal Health Distributors Association wants a more rigorous enforcement of controls over the sale of animal medicines at farm auctions.**

AHDA has been advised by some of its members that animal medicines can often be found alongside farm tackle and machinery at farm auctions throughout the country. "Quite apart from the fact that it is illegal, the medicines are often partly used and sometimes out of date," says Mr Michael Munro, chief executive of AHDA. "Furthermore, products which should be subject to temperature controlled storage can be found lying around in an exposed condition.

"The whole subject is causing us considerable frustration, particularly when our members are working to a Code of practice which requires them to maintain very strict controls over the storage and display of animal medicines and record keeping of sales." Mr Munro added that the animals medicines sold at auctions often fetch higher prices than that charged by AHDA members.

## BPA moves to Colchester

**The British Pharmacists Association (UK) has moved to Colchester. Joint acting general secretary Charles Flynn says the move will save money, but the new offices are bigger too.**

The offices, which have a staff of three, will deal with the administration, computerised membership and publicity for the Association.

BPA has also negotiated an extension of their present PR contract with Force 10 International Geneva. Mr Joey Martin-Martyn has agreed to be seconded for at least six months or until BPA's aims have been achieved. The full address is 11 Queen Street, Colchester, Essex CO1 2YS (tel 0206 571261).

## Price service

The price for Trobicin 2g vial (PIP code 372-359) should be £6.51, and not £4.49 as stated in the December 7, *Price List Supplement*.

Manufacturers Upjohn apologise for the error.

*Chemist & Druggist 18 January 1986*

## Pharmacy year zapped by zinc

"I was told you were a nice old fashioned chemist," she said, smiling at me in a winning way. "Thanks a million," I thought, "and I've only just refitted five...ten...or was it 15 years ago!"

Anyway, I was fascinated to learn from the lady that having tried ten chemists in her home town..."Big ones, who ought to be good"...she had been unable to get any of them to make up a simple solution of zinc sulphate, which she wanted to give to her daughter who was suffering from anorexia nervosa. She had made her requests by presenting a photostat of an article from a medical journal which discussed the subclinical results of minor deficiencies of zinc.

I'm lucky. My GPs had already asked me to help in two cases, with such startlingly successful responses, that I was able to give encouragement and provide a mixture of appropriate strength, along with instructions about dose.

This lady was grateful to the point of telling me of her experiences in the "other chemists." Most apparently didn't know what she was on about; didn't know anything about this nonsense. Three said it was too much trouble (in as many words). One pursued her into the body of the shop, where she went after her request because she also wanted some shampoo, to shout about "this quackery". One wanted her to pay for a 500g bottle of zinc sulph in addition to his fee for dispensing. Only one of the ten actually listened to what she had to say and apologised because he had no stock.

This is the year of the PHARMACIST. You know, the one people go to for helpful advice about medicines?

I ought to stop here.

The only defence I can think of was that maybe her request did not reach the pharmacist, but was handled by unqualified staff, who may, if we are not careful, take on the colour of doctors' receptionists in their relations with our customers as they protect busy pharmacists from such "interruptions."

## Good news

It is natural to follow this by noting the closer ties announced last week between this journal and the National Pharmaceutical Association. As a retail trade association it must make good sense for the NPA to be able to use the most widely read trade journal as a means of

publicity. It must increase awareness among pharmacists of the services we receive. While it will not directly produce any public response, closer liaison ought to bring a clearer understanding of the need for our public role to be defined. At the moment the results are just beginning to be seen of the few pounds we have spent so far on publicity.

LPCs, or some of them, are emerging from the lethargy of despair, and flexing their professional muscles, by mounting various campaigns. The NPA is becoming bolder and more effective in its direct advertising campaigns. Confidence is growing about the worth of what we ordinary pharmacists do all day, quite apart from the mechanics of dispensing. A much more ebullient, outward-looking profession is being born. One not only willing to answer questions, but one sure enough to go public with radio talk-ins and advice on programmes.

Carry on like this much longer and we will become newsworthy and then watch us cast some clouts!

## Take this!

I have enjoyed the response to my piece a couple of weeks ago about plain English. Reading it again I am a bit embarrassed to find that, although I made the points I wanted to, my style was pretty sloppy and even verbose!

However, Brian Herbert made a nice point (in letters) about "four times a day" This is understood by us automatically to mean four doses evenly spaced during the waking hours. It could equally well mean one dose at 8am, 9am, 10am and 11am. Similarly "before food" begs the question: how long before food?

It is not pedantic for us to ask ourselves what are the optimum times for taking various medicines, and then to direct the patients accordingly. It is our job.

## Athlete's foot

I see a fair number of people with what I conclude are fungal infections of the skin. Without disparaging the many products which have been on the market for years, the availability of miconazole as an OTC product has greatly enhanced my reputation over the last two years. I am particularly well pleased because the packaging does not specify its exact use. I find people (even the intelligent) somewhat reluctant to accept a product labelled for a specific complaint, for a purpose apparently unrelated. I wish they made a powder to go with it.

# Pharmaceutical Society opposes Shops Bill

## The Pharmaceutical Society is to take action to oppose the Shops Bill.

The Bill, which is undergoing its second reading in the House of Lords, was considered by the Legislation Committee at this month's Society Council meeting. The Committee discussed at length the additional strains that the Bill's implementation would make on pharmacists in community practice, both economically and professionally. Proprietors would be under strong pressure to open if retail outlets in the same area were to be open. Given the limited pharmacist workforce, that would impose an additional burden, particularly on sole proprietors.

Although recognising that the Bill was likely to be implemented, the Committee felt that objections should be made against the Bill as a whole when it reached the House of Commons. It was agreed that the

Society's Parliamentary advisers should be approached with a view to raising objections in the House of Commons (see also Business News p110).

**Standards of pharmacies.** Council has reaffirmed that it wishes to see Regulations on standards of pharmacy premises made under Section 66 of the Medicines Act 1968. A meeting has been arranged in February with representatives of the Department of Health to consider the matter.

At its December 1985 meeting, Council had reaffirmed the principle that there should be general Regulations under Section 66, complemented by a code of practice drawn up by the Society. That principle had been informally accepted over the years by officials of the Department's medicines division. The Legislation Committee recommended that the Society should pursue vigorously the

framing of Regulations in general terms concerning premises, equipment, storage facilities, cleanliness and hygiene, and personnel training and supervision.

**Liability defence supported.** The Society is to support the "state of the art" defence in the European Community directive on product liability, and is to ask the Department of Trade and Industry that exemption should not be waived in UK legislation implementing the directive. Council also agreed to support the exclusion of primary agricultural products from the strict liability provisions.

The directive was considered by the Legislation Committee, which noted that Article 15 allowed member states, by way of derogation, to make a producer liable even if he proved that the state of scientific and technical knowledge at the time when the product was put into circulation was not such as to enable the existence of a defect to be discovered. The Committee agreed that the Council should support the directive as written, thus supporting the "state of the art" defence.

The Committee also noted that the DTI had expressed the opinion that NHS employees (eg, hospital pharmacists) would not be liable, since the supplier or "producer" would be the health authority. That was not, however, the case with persons contracted under the NHS (eg, community pharmacists) who would need to maintain adequate records of receipt and supply of medicines, otherwise they could be subject to liability if the "producer" of a product could not be identified.

The Committee raised a number of queries in relation to the dispensing of medicines by pharmacists, including labelling, record keeping, giving of advice and the breaking of bulk. The Committee recommended, and the Council agreed, that discussions should be sought with officials at both the Department of Health and the DTI.

**OP dispensing.** The Society is to ask the Association of the British Pharmaceutical Industry to ensure that the requirements of hospitals are taken into account in its project on original pack dispensing.

**Guidance on medicines to hospital staff.** The Society is to seek authoritative guidance from the Department of Health on the supply of medicines to hospital staff from hospital pharmacies.

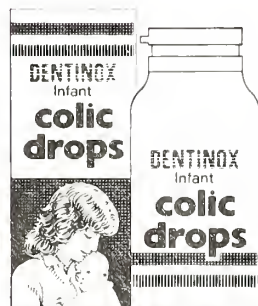
The Practice Committee was informed by the Hospital Pharmacists Group Committee that difficulties were still being experienced in many regions because the advice from the Department's chief pharmacist (Dr B.A. Wills) had not been accepted as authoritative outside pharmacy. There was a clear need for a Departmental statement.

## It's a relief to know that you can recommend Dentinox Colic Drops with confidence



Dentinox Colic Drops can be used for the treatment of colic from birth onwards. It contains no form of systemic drug and no has effect on the central nervous system. Instead, the active ingredient, Dimethicone, works quickly and gently to disperse the bubbles of injected air that cause the pain.

Dentinox Colic Drops  
Gently relieves babies' wind and griping pains





On the recommendation of the group committee and the Practice Committee, Council agreed that a letter should be sent to the Department pointing out that six months' experience since Dr Wills's advice was published had shown no improvement in the situation and authoritative guidance was needed.

**Syringe standard.** The Council has welcomed a draft British Standard specification for oral syringes for delivering doses of liquid medicines of less than 5ml and is to submit a number of minor comments.

**Talk at Britchem.** Following an invitation from the organisers, Council agreed that Mrs M. Rawlings should speak on original pack dispensing at a seminar to be held in conjunction with an exhibition, Britchem, which is to take place at the National Exhibition Centre, Birmingham, on March 9 and 10.

**Ergotamine warnings.** The Society has decided not to produce an ergotamine warning card because of the wide variation in the dosage forms in which ergotamine is supplied. It has been agreed that Wellcome should be asked to improve supplies of its Migril card to pharmacists and that ergotamine preparations in the British National Formulary should be marked with the symbol "C" to indicate that counselling by the pharmacist is required.

**Law services offered.** The services of the law department are to be offered to the Association of Metropolitan Authorities in relation to a proposed submission by the association to the Department of Health calling for the sale of medicines to be made only through pharmacies. The association also proposed to issue a Press release drawing attention to the dangers of the open sale of medicines and has asked the Department for support.

**Symbol for 'ag and vet'?** The Society is to allow the words "Agricultural and veterinary" to be used with its green cross symbol. The words would appear above the cross in the same type face and type size as the word "Pharmacy" below it.

**Delay on pre-reg posts.** The Council is encouraging employers and students not to allow any unnecessary delay in correspondence on applications for preregistration posts. Following comments from representatives of the British Pharmaceutical Students' Association, the Council agreed that employers should be requested to inform each applicant as quickly as possible after a decision on employment had been made; likewise, students were to be requested to respond as quickly as possible to offers received.

**Overseas students 'vacation' jobs.** The

Society is to write to schools of pharmacy about the procedure for gaining permission for overseas students to undertake vacation employment. If the relevant form is completed by the employer and taken to the local job centre, together with an appropriate letter from the school of pharmacy, written permission for employment can be obtained without a work permit.

#### Prescription statistics (Scotland):

Average cost of prescriptions dispensed by chemists and appliance suppliers in August 1985.

	Pence
Ingredient cost	403.065
Oncost	54.084
Dispensing fee	45.492
Interim allowance	0.998
Container allowance	3.797
Other misc. costs	2.040
Gross cost	509.476
Less charges	39.432
<b>Net Cost</b>	<b>470.044</b>

Total number of prescriptions: 2,909 008

## Doubts over effects of salt

**The likely benefits of reducing sodium intake in the population at large, have been exaggerated, according to a leading blood pressure epidemiologist.**

Dr Graham Watt, head of the Glasgow Centre of the WHO MONICA project, set up to study trends in cardiovascular disease, presented evidence this week against an inherited susceptibility to dietary sodium in people with a family history of high blood pressure.

Supporters of the salt/blood pressure hypothesis have argued that the failure of studies to show a consistent association between salt intake and high blood pressure was due partly to variation in genetic susceptibility to salt. To test this Dr Watt studied offspring of parents who both had high or low blood pressure, and were following diets at two levels of sodium intake. They found no association between sodium and blood pressure in either group.

## For a teething baby recommend the one that's formulated for him



There's no safer, surer way to help a teething baby than Dentinox. Dentinox Teething Gel is specially formulated to relieve the pain and soothe the gums.

And remember, Dentinox can be used for EVEN the youngest baby.

Sugar Free Dentinox Gel  
Tried and trusted for baby's teething pains



## Gaviscon in new size

Liquid Gaviscon is now available in a 200ml counter prescribing pack (£1.99). Reckitt's say the decision to introduce the pack was prompted by requests from pharmacists to introduce a pack they could recommend without breaking bulk.

The shortage of Gaviscon which has occurred over the past two weeks has now been solved, says product group manager David Prill. Three to four weeks stock has been moved to wholesalers this week.

The shortage was caused by a "one off" production problem before Christmas. The trade were not informed there was a potential problem as sales projections indicated sufficient stock was being held, Mr Prill told *C&D*. However, unprecedented demand over Christmas plus the holiday disruption to distribution led to extensive out-of-stock situations. *Reckitt & Colman Pharmaceutical Division, Dansom Lane, Hull.*



A once-a-day iron supplement, High Iron Yeast tablets (30 £2.25, 90 £4.65) have been introduced by Wassen International. Each tablet contains 375mg high iron yeast, 12mg iron. The tablets are blister packed. *DeWitt International Ltd, Seymour Road, London E10 7LX.*

## Heated offer

A minimum 7½ per cent discount is obtainable on Deep Heat rub and spray and Mentholatum vapour rub, lozenges and nasal inhaler during January 20 — February 28. Pharmacists are advised to contact their regular wholesaler for special prices. Advertising will appear in the national press in support of both ranges during February and March. *Mentholatum Co Ltd, Longfield Road, Twyford, Berkshire.*

## Trandate 50mg for elderly

Duncan Flockhart are introducing Trandate 50mg tablets in a specially designed pack for the elderly patient.

The 50mg tablet is a film coated unscored orange tablet marked "Trandate" and "50" on one side. It is available in calendar blister packs designed for twice daily administration. The packaging has been adapted with the needs of older patients in mind with shallow bubbles, with bold lettering showing through on the tablet side.

The lower dose tablet was chosen because of an alteration in bioavailability of medication in the elderly, says the company. The new tablets are available in a four week pack, each containing four blister foils of one week's treatment (56, £4.59 trade). *Duncan Flockhart & Co Ltd, 700 Oldfield Lane North, Greenford, Middx UB6 0HD.*

## IMS multi-dose anaesthetics

International Medication Systems (UK) are introducing a new Add-a-med range of multiple dose anaesthetics and other drugs for use in theatre lists.

The first product is thiopentone sodium, available in two sizes — 2.5g with 100ml diluent (£7.20 trade) and 5g with 200ml diluent (£14.30). Both give 25mg/ml solutions on reconstitution. The powder is supplied in a plastic squeeze bottle for mixing in the diluent, supplied. After mixing, an aspirating device (also available separately, £2) which accommodates a luer syringe, is left *in situ*. The prepared solution should be used within 24 hours. *International Medication Systems (UK) Ltd, 11 Royal Oak Way South, Daventry, Northants.*

### Due to production difficulties

**Kabiglobulin injections** 2ml and 5ml are currently unavailable say *Kabivitrum Ltd, Riverside Way, Uxbridge, Middx.*

**SK&F are introducing** a number of smaller packs of established prescription products. **Dyazide tablets** are now available in 20s (£1.45); **Eskornade spansules** in 12s (£0.92); **Fenbid capsules** in 30s (£2.10); **Stelabid tablets** in 30s (£1.58); **Stelazine tablets** 1mg in 50s (£1.10) and 5mg in 50s (£1.58); **Tagamet tablets** 200mg in 50s (£8.16) and 400mg in 20s (£6.53); and **Tagamet injection** 200mg/2ml in 10s (£3.93, all prices trade). *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

*Chemist & Druggist 18 January 1986*

## For a first tooth, recommend the first toothpaste, Dentinox



Dentists place great emphasis on caring for babies' first teeth. And Dentinox Toothpaste is specially formulated for just that purpose.

Dentinox Toothpaste has a pleasant fruity taste. It contains no sugar, chalk or harsh abrasives but works by a mild cleansing action from its tried and tested ingredients.

**Dentinox Fluoride Toothpaste**  
Gentle toothpaste for babies' first teeth





**WHY MISS A SINGLE SALE?**

**£500,000**

**RALGEX BIGGEST-EVER  
CAMPAIGN**

\* Big in the press from September to March.

\* 20% Extra Free Offer.

\* Stock up now.



**RALGEX PROFITS YOU FAST**





## Night and day Numark relief

Numark Day Cold Relief and Night Cold Relief have been added to the Numark range of Family Care medicines.

Available in 210ml bottles, each 30ml dose of Day Cold Relief contains pholcodine BP 10mg, pseudophedrine hydrochloride BP 40mg and paracetamol BP 600mg. Each 30ml dose of Night Cold Relief contains pholcodine BP 10mg, pseudophedrine hydrochloride BP 40mg, diphenhydramine hydrochloride BP 10mg, paracetamol BP 600mg and absolute alcohol BP 5.8ml.

Both medicines come in packs of six and the recommended retail selling price is £1.79, at least 8p less than the 180ml brand leader, giving a 40.5 per cent profit on return, say Numark.

An open/closed door sign, featuring the two new Numark medicines, together with Numark expectorant cough relief, will be included in the February merchandising kits, as well as shelf cards for each product. They will also feature in a Family Care poster. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

## Matchabelli pushing pens

The House of Matchabelli are supporting Cachet with a promotion running to the end of February.

The offer runs across four sizes of Cachet eau de toilette fragrance. With every purchase consumers are entitled to a free pen, designed by Pierre Cardin in pink and blue Cachet colours.

A colourful range merchandiser is available for use at POS featuring the Cachet slogan "As individual as you are." Each pre-pack contains 12, 28ml EDTS, 3, 43ml EDTS, 3, 30ml EDTS and 3, 60ml EDTS.

A special Mother's Day promotion will also run the — Cachet, Aviance and

Aviance Night Musk fragrances.

Consumers will be offered 10ml sprays of the three fragrances at a special price of £1.95 and 75g co-ordinating talcs at £1.95.

A merchandiser will be available with a visual for Mother's Day.

For Valentine's Day consumers will be offered a special Aviance Night Musk gift set for £4.95, containing 15ml musk oil perfume and a "love light" candle in a heart-shaped tin, co-ordinated to the Aviance colours.

Pre-packs will be available containing 12 of the gift sets. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## Syrup switch

Nucross bronchial catarrh syrup 100ml has replaced Nucross cough linctus 100ml, although the formulation and price remains unchanged. The syrup is to be promoted with a 10 per cent case bonus in the February promotion. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

## Throat n' voice

Ernest Jacksons are supporting Throaties with an advertising campaign in the national Press.

Advertisements will run until March in *Daily Mail, Daily Express, Daily Mirror* and *Sun*. *Arcadian Confections Ltd, Crediton, Devon EX17 3AP.*

## Cussons: two more for men

Cussons are beefing up their Cussons for Men men's toiletries range with two new products — body spray and shower gel.

Like all the six established items in the range, the products will each retail for under £1. The body spray features the dark charcoal livery of the range. Formulated as an all-over deodorant, and with the range's fresh fragrance, the £0.99 shelf price is as much as 50p less than comparable alternatives, says the company.

Cussons sales and marketing director, Colin Hession, says: "Sales of Cussons for Men deodorant have nearly doubled in the past year — and the body spray concept is a natural extension into a booming part of the male toiletries sector. Body sprays already account for 3 per cent of men's deodorant purchases and sales to date suggest further potential." The shower gel



## Scholl put best foot forward

Scholl are introducing the Foot Collection — six new toiletry products designed to attract "young, sophisticated users."

Conditioning foot bath contains a moisturising system. Ten minutes in this perfumed pearlescent footbath leave feet soft, smooth and relaxed say Scholl. It costs around £1.79, for about eight baths.

Exfoliating foot cream (£1.59) is designed to remove rough skin. To prevent rough skin forming Scholl are introducing deep moisturising foot cream (£1.79).

Cooling foot gel (£1.59) is a "pick-me-up" for hot tired feet. Cooling foot spray (£1.59) is fine enough to spray through tights and comes in a handbag-size aerosols. Foot talc spray (£1.59) also comes in a spray-on form. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*



(200ml, £0.85) is designed for both in-home and out-of-home use and has a self-standing pack with an in-built hanging cord.

To coincide with the launch of the two products there will be 33 per cent extra value packs on the 150ml and 300ml Supershav products and 150ml anti-perspirant, plus 50 per cent extra fill on 200g talc. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*



# Nailoid leaves nothing to chance

The Nailoid Nailcare range will be moving faster than a hit record this year.

Because our media activity will be telling nearly 3 million free spending beauty conscious teenagers about Nailoid Nailcare including Let 'M Grow, Nail Hardener and Nail Repair.

Full colour advertising in the media that matters to today's young free spending market:

**Annabel, Blue Jeans, Jackie, Looks, My Guy, Patches, Mizz and Just Seventeen.**

Nailoid will be boosted further by a hard hitting campaign of **126 spots on Radio Luxembourg.**

Nailoid is set to be a big mover in the retail charts this year. Because Nailoid leaves nothing to chance.

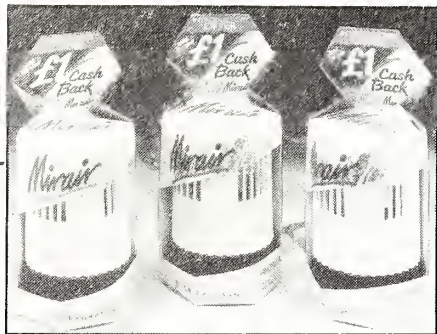
Find out more about the nailcare product range that does what it says. Check stocks now and re-order or ring us for your representative to call.



**RICHARDS & APPLEBY**

Gerrard Place, Skelmersdale, Lancashire WN8 9SF  
Telephone 0695 20111. Telex 628366 G.





## Ponds' breath of fresh air

Chesebrough-Ponds are supporting the national launch to chemists of their premium air freshener Mirair (£1.75, 80g) with a £1m national television campaign starting at the end of February.

Available in three fragrances — bouquet, jardiniere and chinchilla — the "room fragrance" is intended as the first

upmarket continuous release freshener. Unlike existing products it has an alcohol base similar to perfume and is packaged in a glass, colour co-ordinated holder, with a one-piece wick for more efficient release.

Advertising will emphasise the "good quality and value" of Mirair, which the makers say will last up to eight weeks. Test marketing in supermarket chains has exceeded expectations, say Chesebrough-Ponds. Coinciding with the general sell-in to independent chemists, the company is running a special "£1 cash back" offer until March to encourage repeat purchase. The promotional programme will include three million "25p off" coupons. Display packs are available for POS. The product has been available since last September. *Chesebrough-Ponds Ltd, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## Perfect mousse

Elizabeth Arden are introducing Simply Perfect Mousse make-up (£9.50).

The mousse comes in a gold-toned aerosol can with matching carton decorated in white graphics. A "moisture-rich formulation gives skin a luminous healthy appearance and provides a fine-textured look that stays fresh for hours," say Arden.

It is available in eight shades ranging from ivory to dark beige. *Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.*

## Anadin ads

International Chemical are supporting Anadin with a £3m national television and Press campaign during 1986.

The television advertisement with the "Go for Anadin" theme will run in bursts throughout the year, the company says. No details of the Press campaign are yet available. Trade promotions are also planned. *International Chemical Co Ltd, Chenies Street, London WC1E 7ET.*

## A tip from Matchabelli

The House of Matchabelli are launching a new style perfume bottle with a dab-on applicator called A Touch Tip perfume.

Perfumes come in 15ml, cartoned containers, "almost as slim as a ballpoint pen" and will be available from March in the three top-selling House of Matchabelli fragrances — Cachet, Aviance and Aviance Night Musk to retail at £2.50.

A mixed pre-pack will be available with a merchandiser with headcard for use at POS. *Prince Matchabelli, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## Diabetic biscuits in the Basket

Newform are launching a new range of diabetic biscuits under the Country Basket name. Each of the biscuits which come in five varieties contain wholewheat flour and fructose and are free from artificial colouring, flavouring or preservatives.

Full colour advertisements are planned for the consumer Press, as well as in *Balance*, the British Diabetic Association publication. *Newform Foods Ltd, 494 Honeypot Lane, Stanmore, Middx HA7.*

## Country food

Carnation Slender have added a new bar to their diet meals range.

Slender Fruit Country bars (4 bars, £1.39) are made from raisins, apples and apricots with sesame and sunflower seeds and covered in a light coating flavoured with natural yogurt. *Carnation Ltd, St George's House, Croydon, Surrey.*

## Velvet touch

Kleenex Velvet toilet tissue is to be introduced into Northern Ireland. It replaces Kleenex Softer, and its launch is being supported by a 20 week television campaign breaking in February. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

## Sensodyne save the holiday

Stafford-Miller are launching an on-pack holiday offer — Sensodyne sunsavers. Consumers can save up to £30 off their next holiday by sending in cartons from any three Sensodyne toothbrushes.

The offer covers a wide selection of Summer and Winter holidays with all the major tour operators including Thomas Cook, Thomsons, Cosmos and Intasun. Bookings will be accepted throughout 1986 and holidays can be taken up to October 31, 1987.

The promotion will be featured on four



Sensodyne toothbrushes — plaque remover, gentle, search 4 and search 5. POS material including four dozen display units, leaflet holders, shelf wobblers, and window stickers are available to create maximum impact in every outlet.

Sunsavers is the first promotion of its kind in the oral hygiene category say *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ.*

## Soccer support

Seton Products have signed up soccer superstar Bryan Robson to endorse part of the Prosport joint support range.

Mr Robson features in advertisements for the knee, ankle, wrist and elbow supports and for the new thigh supports (available later in 1986) until the end of football season.

From February a special on-pack flash on all Prosport products will offer customers a free wallchart of warm-up exercises drawn up by Manchester United physiotherapist Jim McGregor — with proof of purchase. Full POS material is available. *Seton Products, Tubiton House, Medlock Street, Oldham, Lancs.*

**Robinson pure baby juices:** the product can be frozen unopened, or once opened stored in a sealed container in a refrigerator in a sealed container for 24 hours. It cannot be stored frozen once opened as suggested last week (p 41).

*Chemist & Druggist 18 January 1986*



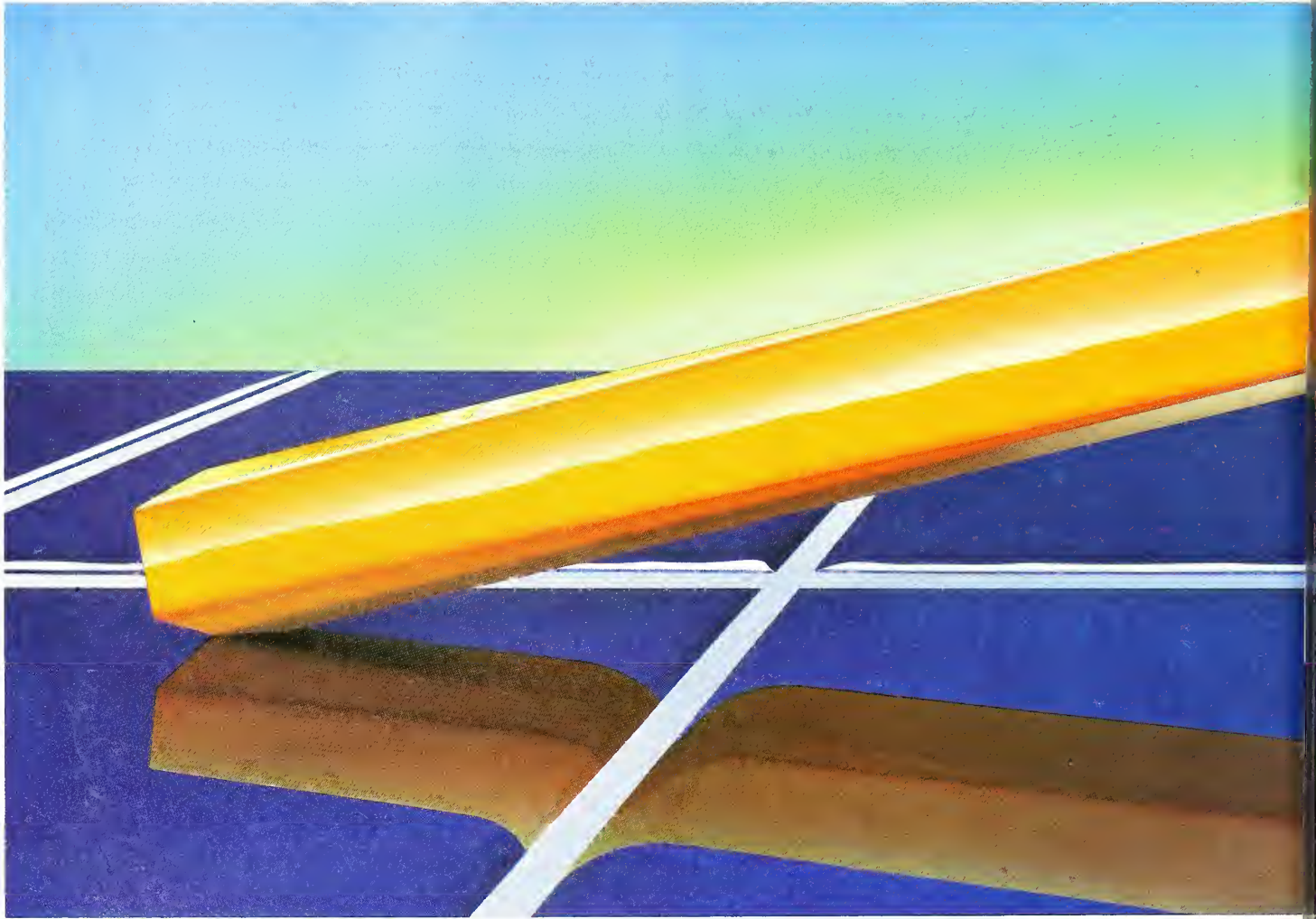
For the very best in  
Haircare Accessories ....  
.... Pick a card!



*Lady Jayne*

Laughton & Sons · Warstock Road ·  
Birmingham B14 4RT

# New Bic Orange sensit



## You'd be a lemon



### 42% of men have sensitive skin

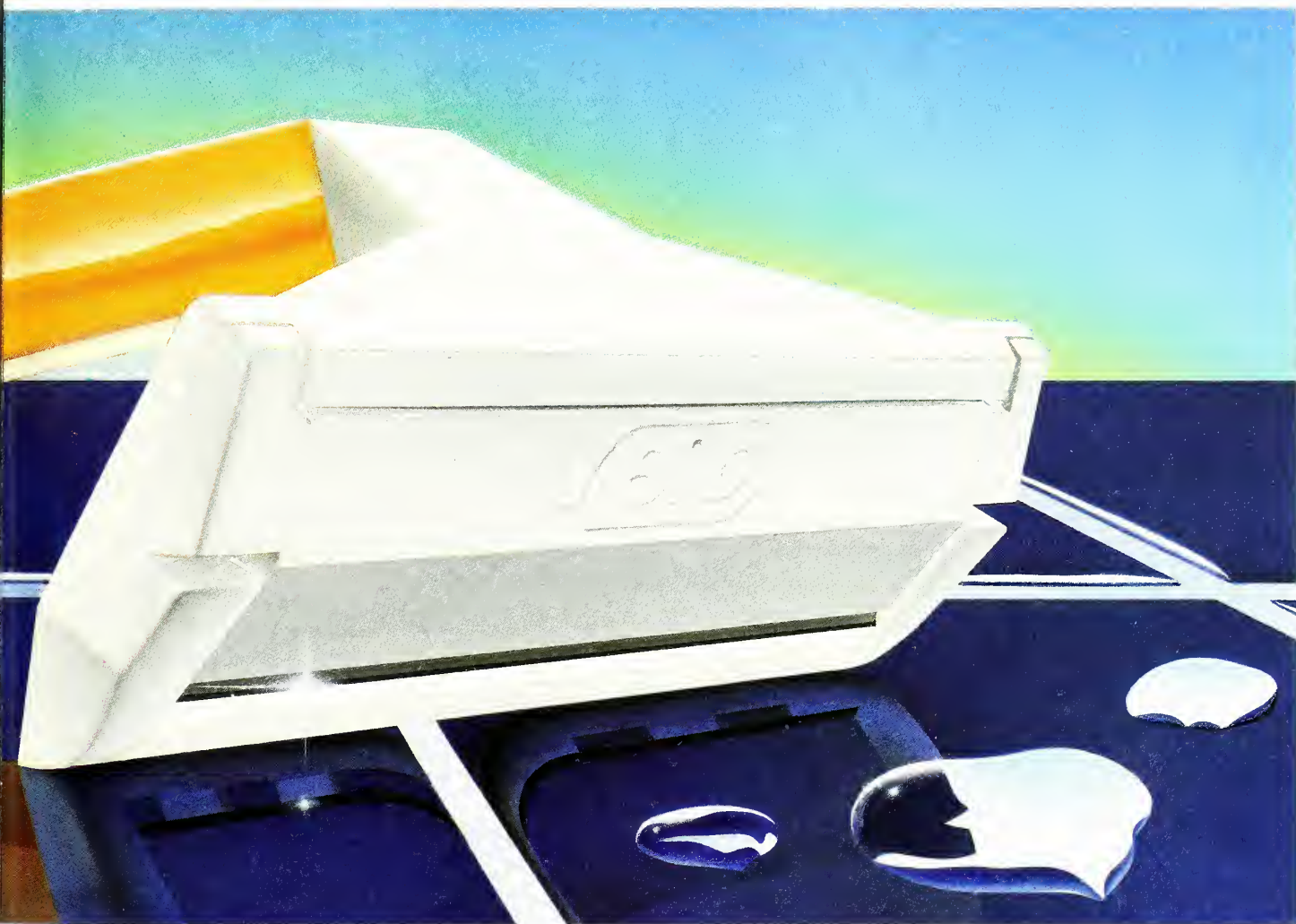
Research shows that for 42% of men shaving must be a bit of a pain. But it doesn't need to be. Because Bic have introduced the new Bic Orange: a razor designed to give the same clean, close shave as the regular Bic, but with a blade specially angled to be kind to sensitive skin.

### The new Orange, a razor with Bic appeal

Since Bic launched the first disposable razor, it has maintained its position as the best selling razor in the market it created. Bic currently holds 30% of



# e, the razor for ve skin.



# not to stock it.

the total wet-shave market, meaning that they supply 45% of all disposable razors.

And the new Bic Orange is all set to repeat the success of the regular Bic. Because once again Bic have realised the need for a new product. And met that need.

**Backed by a £750,000 network TV campaign**

With a massive national television advertising campaign promoting the new razor as "the sensitive skin razor for the truly enlightened", you can't fail to cash in on the greatest Bic launch ever. Unless, of course, you don't stock Bic Orange.



Biro Bic Limited, Whitby Avenue, Park Royal, London NW10 7SG.  
Tel: 01-965 4060 Telex: 25152



## Hat-trick debut for UK company

An international fragrance, toiletries and cosmetics company is making its UK debut with the launch of three new brands.

Cosmetics International, which is British managed and has Fergabrook plc as majority shareholders, is introducing Malibu sun preparations (see p105), Playboy men's toiletries and Cache D'Or fragrance for women. A promotional budget of £1.5 million is supporting the launch. The company already markets toiletries overseas, mainly the Sallé and



Dep brands in the USA and Canada, and intends to become a major force in the UK.

The Playboy fragrance is a blend of citrus fruits, artemesia and basil, with the warmer harmonies coriander, clove and oak moss. The final notes are the more woody undertones of vetiver, bourbon, tobacco and sandalwood. The range comprises aftershave 50ml (£3.95), cologne 50ml (£5.95), body talc 200g, antiperspirant 200ml, deodorant 200ml, creme shave 200ml, deo-cologne body spray 120ml (all £2.95) and hair styling

mousse 150ml (£1.95).

For Fathers Day in June there will be a cologne spray 30ml (£3.95) in prepacked merchandisers. Christmas gift sets include aftershave 50ml with a choice of talc, deodorant, creme shave or antiperspirant (£4.95) and soap-on-a-rope (£3.95).

Cache D'Or is described as a warm and sultry evening fragrance positioned, as is Playboy, in the mid-premium sector, and aimed to attract younger customers who represent the most dynamic consumer profile. The range comprises parfum 15ml (£19.95), eau de parfum vapo 15ml (£4.95), 30ml (£6.95), 60ml (£9.95) eau de parfum 60ml (£8.95), deodorant 100ml (£3.95), body lotion 200ml (£4.95), creme bath 200ml (£4.95), talcum powder 200g (£3.95) and three 100g soaps (£3.95).

Playboy will be supported by a £350,000 television campaign in late November-December. In May and June there will be advertising costing £80,000 in the Press and some enthusiast magazines, together with cinema and radio campaigns each costing £40,000.

Advertising of Cache D'Or includes a £350,000 television campaign throughout England, Wales and Scotland in late November-December. A £160,000 campaign in women's magazines starts in May, with a further burst in late November-December, and uses 1.4 million insertions of scent strips. A "below-the-line" promotional programme is being arranged. Parcels of the Playboy range offer free hair mousse and there will also be bonuses on Cache D'Or.

Profit on return will be 35 per cent across the board. Selling-in starts February 3 and there are minimum orders on each brand. The company says Fergabrook's investment guarantees long term support, not only for this year's programme but for future development in 1987 and beyond. A sales force of 14 account managers will service and help merchandise independent pharmacists' accounts. Full warehouse and stock computer facilities are said to be geared up to meet all distribution requirements. *Cosmetics International Ltd, 31 Weir Road, Wimbledon, London SW19 8UG.*

## TV fix it

Stafford Miller report that this year they will be putting £1m behind advertising support for Dentu-creme and a further £1.3m behind their denture fixatives.

A new Dentu-creme commercial with special effects will break on February 10 with a further burst later in the year.

A campaign for Super Poligrip will also start in February with a further five

weeks support in July and August when a new commercial will be screened.

Advertising for Dentu-Hold will start in March using a new commercial and again a second burst is planned for the second half of 1986. Both the denture fixative brands and Dentu-creme will be supported with a sampling to dentists, hygienists and advertising in the dental journals. *Stafford Miller Ltd, Stafford Miller House, The Common, Hatfield, Herts AL10 0NZ.*

## Nailoid hits the air waves

The Nailoid Nailcare range is being advertised on Radio Luxembourg in April and May and in teenage magazines from March through to June.

126 radio spots have been reserved for the 30-second commercial which promotes the range as "problem-solving." A similar catchline is to be used for the full-colour advertisements in *Annabel, Blue Jeans, Jackie, Looks, My Guy, Patches, Mizz* and *Just Seventeen. Richards and Appleby, Gerrard Place, Skelmersdale, Lancashire WN8 9SF.*

## Bio-Strath's marginal news

Retail profit margins on the Bio-Strath range have been increased to 33.3 per cent this month.

Bio-Strath is currently featured in a national advertising campaign in the *Sunday Express, Here's Health, Health Now, Healthy Living* and *Best of Health* magazines. New advertisements are being used for Elixir and Vessen are also promoting the Bio-Strath willow and valerian formula from their range of herbal remedies. *Vessen Ltd, 320 London Road, Hazel Grove, Cheshire SK7 4RF.*



Unichem members Mr W. Mcelhinney (far left) and Mr B. Mcelhinney (left), of A.B. Makepiece Ltd in Hayes, Bromley, receive a New Year bonus guaranteed to send away the January blues. As two of the remaining winners in the Unichem classic winners promotion they were presented with a cheque for £1,000 by Unichem director Frank Jamieson (far right) and Croydon's new general manager, Peter Kent





# BE PREPARED FOR PROSPORT'S NEW £1.5 MILLION SALES SUPPORT.

Here's some good news for all ProSport stockists.

Manchester United and England captain Bryan Robson has just been signed up to promote our range of supports.

Over the coming year, Robson will feature in ads for knee, ankle, wrist and elbow supports, as well as on items of ProSport packaging.

There will also be a Bryan Robson/ProSport training programme.

And with England in Mexico this summer and United looking set for honours this season, we think we're on to a winner.

To share in our success make sure you stock up with ProSport.

The only range of supports with the backing of Britain's number one footballer.



• KNEE SUPPORT •



• ANKLE SUPPORT •



• WRIST SUPPORT •



• THIGH SUPPORT •



• STRAPPING •



• ELBOW SUPPORT •



WHATEVER THE SPORT



Contact your local Seton representative for further details.



## Vestric shape up to colourful combs

Primary colours predominate in a new range of seven combs introduced into Vestric's Beauty Shapers collection. The combs, packed onto single designer blister cards, are launched in January's national promotion and are available on offer during the month.

Priced from £0.29 to £0.54, the types of comb include afro and styler, rake and tail



combs in addition to the more usual dressing and pocket combs. The Beauty Shapers range comprises over 60 items and the extension into combs is a natural addition to the hair care products offered, says the company.

Paul Aspinell, Vestric product manager, comments that the collection is now as comprehensive as that which can be obtained from most sundries companies. The combs are available from Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.



Mr John Henry, MPS, the manager of Meads Pharmacy in Harrow, North London, has won the trip of a lifetime in Wellcome's Florida holiday draw for entrants who display the Actifed range of POS material. Mr Henry is seen here (left) receiving a cheque for £500 spending money for the fortnight's holiday for two, from Mr Henryk Bohdanowicz, sales development manager of the Wellcome Foundation. The last chance to enter the draw is the end of January

## Wilkinson Sword's mystery

Wilkinson Sword are running a consumer offer featuring a mystery voice.

The on-pack promotion offering five car phones as prizes asks consumers to identify a mystery voice on a special telephone number. Each prize includes installation, a year's subscription and 600 minutes of UK peak time calls, together worth over £1,750.

Entrants then send in the name of the celebrity they think is speaking together with proof of purchase of ten blades from Wilkinson Sword's Double Edge blades, Profile blades or Swivel razor brands. A tie breaker of 20 words saying who they would telephone first from their car phone and why will decide the eventual winners. The celebrity voice will be changed every two months up to the end of June and the closing date for entries is July 14.

Wilkinson Sword, Sword House, High Wycombe, Bucks HP13 6EJ.

## S&N Stick-on the value

Smith & Nephew are continuing their "value for money" strategy for their leading economy brand Stick-On Lilia with a price promotion to start at the end of this month.

All packs will be pre-priced at £0.39 for regular and £0.45 for super, making a 25 per cent reduction per pack, which should, says the company, have great impact with consumers. Price marked packs remain available until February 22 or while stocks last.

The current "money back" offer has generated a repeat purchase impetus, and this new offer should entrench the brand's position as representing value for money, says product manager Stephanie Lonsdale.

Stick-On Lilia has a 7 per cent share of the press-on towel market. Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.

## Bigger tube for Germoloids

Beecham Proprietary Medicines have introduced a 60g economy tube of Germoloids ointment, which will retail at £1.99.

Over the past year, Beecham claim the Germoloids range has seen a 12 per cent growth in volume. A POS counter unit which holds two sizes of ointment, two sizes of suppositories and information leaflets is also available and can be purchased pre-packed, from Beecham representatives. Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

## 80% of professionals rely on...

A recent survey showed that 80% of Local Authorities selected Sorex CD for mouse control. Now this unique formula is available for you to sell for household use. Fully effective against 'super mice' Sorex CD provides the surest mouse control yet.

**So stock-up with Sorex CD Mouse Killer, and sell the best.**



Sorex Limited, St. Michael's Industrial Estate, Widnes, Cheshire. WA8 8TJ. Tel: (051) 420 7151



Chemist & Druggist 18 January 1986

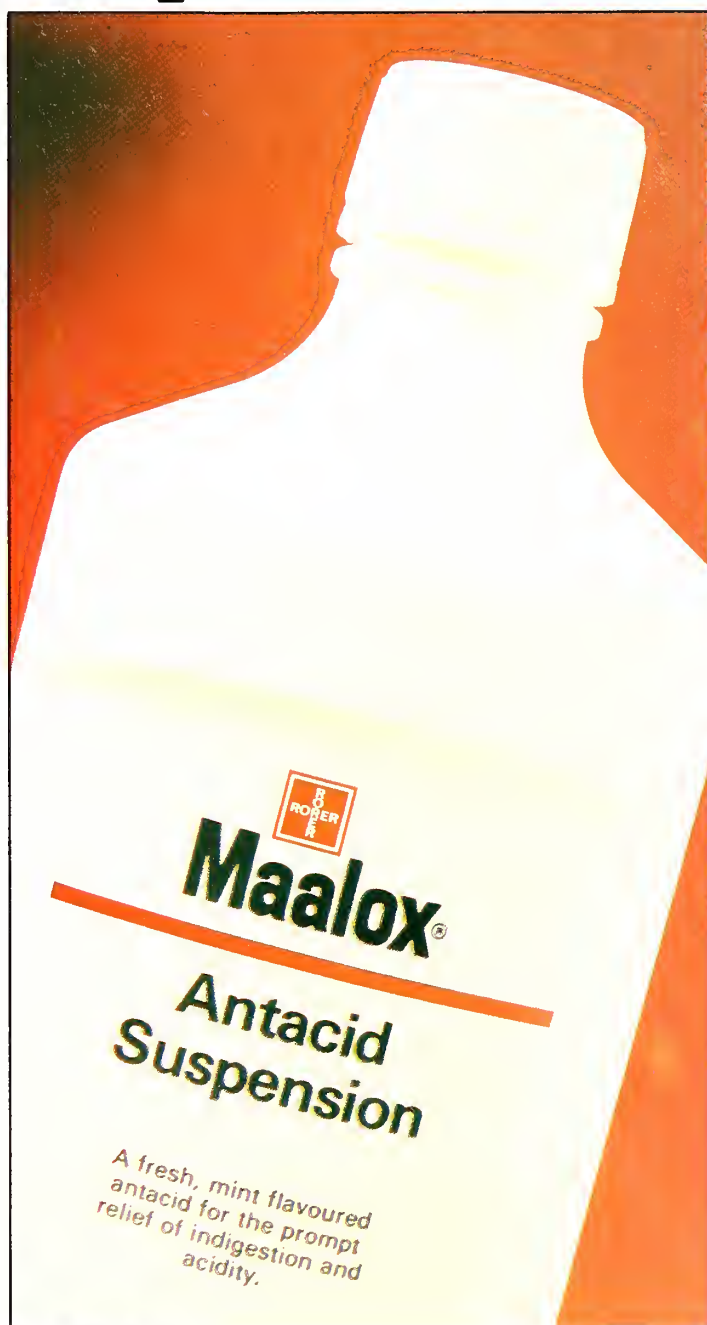


**NEW  
500ml PACK**

# ANNOUNCEMENT

## Maalox® Suspension

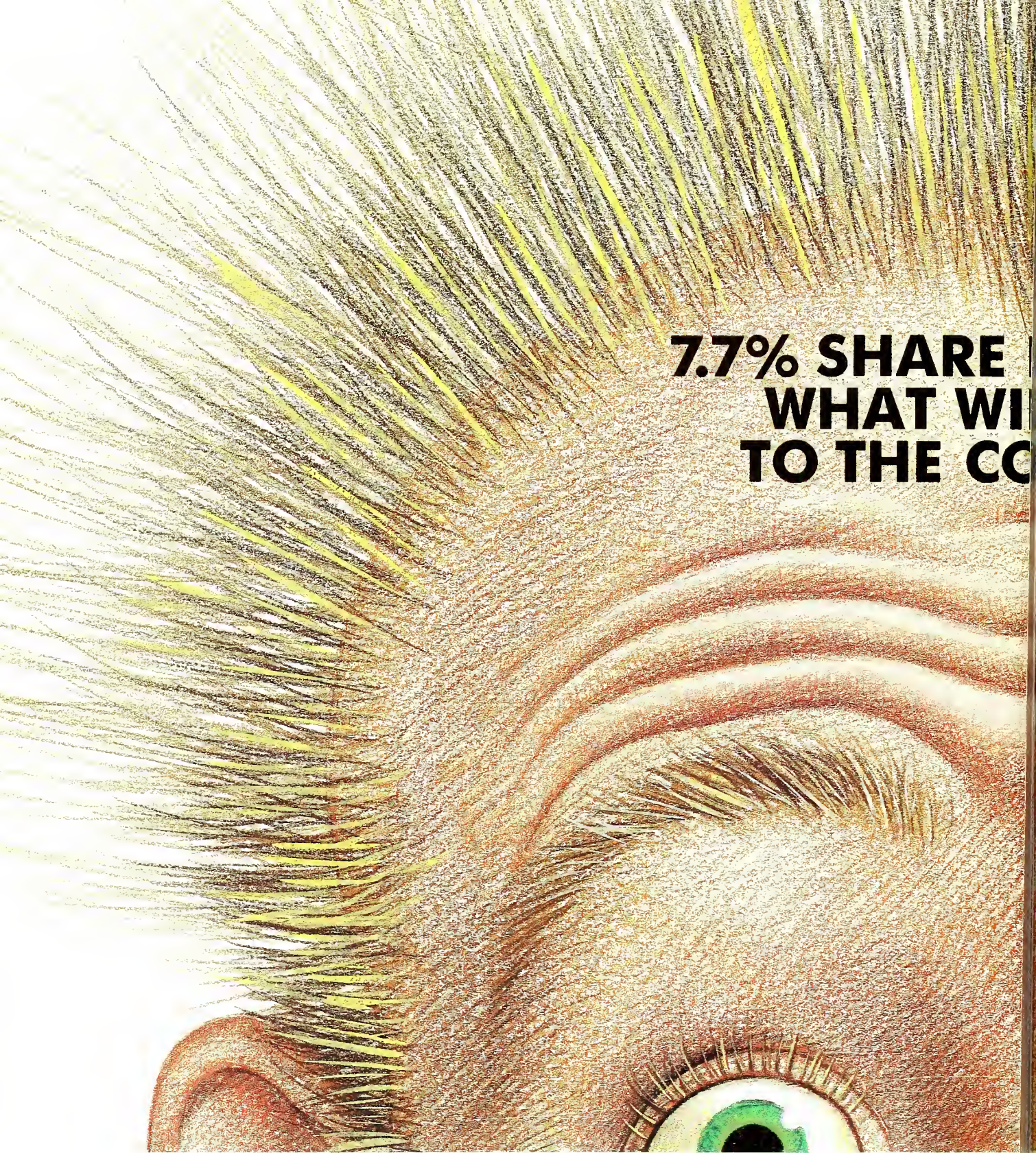
- 500ml of Maalox in the new plastic bottle
- Convenient dispensing size
- Now costs only £1.90 for 500ml
- Intensive prescriber awareness campaign in progress
- Also prescribable in 10ml sachets



**Rorer Pharmaceuticals**  
A division of Radiol Chemicals Limited  
Stepfield, Witham,  
Essex CM8 3AG.  
Tel: Witham 512538

**Maalox** 500 ML  
suspension of magnesium and aluminium hydroxides





**7.7% SHARE  
WHAT WILL  
TO THE CO**

Dequacaine is now the fastest growing sore throat product available.

Just 12 months after launch Dequacaine had grabbed a hair-raising 7.7% share of the market\*.

It's not hard to explain our

success. Quite simply there's no stronger sore throat remedy available. Anything less would be hard to swallow.

With a start like this we could have rested on our laurels.

Instead we'll be following up





**12 MONTHS.  
THAT DO  
PETITION?**

with a consumer support package later in the year. And we'll continue to back Dequacaine with colourful P.O.S display material.

So if our competitors' hair stood on end last year, this year they're going to be tearing it out.



**YOU CAN'T RECOMMEND  
A STRONGER SORE THROAT REMEDY.**



for gentle  
nourishment  
during  
diarrhoea



## POSITIVE NUTRITION FOR THE MANAGEMENT OF DIARRHOEA.

Special Formula HN25 is a low-lactose, low-fat formula, specially developed to provide appropriate nourishment for the child with diarrhoea.

It provides water and electrolytes for the recovery phase, together with energy in the form of easily digestible carbohydrates.

The low-lactose formulation spares the child the problems of secondary lactose intolerance, and the low fat levels allow for the



**Special Formula**  
HN25

problems of impaired fat absorption.

Special Formula HN25 is an innovation that meets the high nutritional standards associated with Milupa.

Extensive clinical trials confirm that Special Formula HN25 encourages faster recovery with appropriate weight gain, and goes beyond rehydration to prevent the metabolic consequences of fasting.<sup>1,2</sup>

## A NUTRITIONAL BREAKTHROUGH FROM MILUPA.

**milupa**

**Important:** During diarrhoea breastfeeding should continue unless otherwise directed by a doctor. Use of Special Formula HN25 in babies under 4 months should be under medical guidance.

**References:** 1. Howard, F.M., O'Halloran, E. Tess and Creagh, A. (1985) Diarrhoea: After Rehydration, What next? *Human Nutrition: Applied Nutrition*, 39A, 53-61. 2. Hohenauer, L. (1983) Dietary treatment of acute gastro-enteritis in infants *Monatsschr. Kinderh.* 131, 1-4.

For technical information contact the Scientific Department, Milupa House, Hercules Rd, Hillingdon, Uxbridge, Middx. UB10 9NA Tel: (0895) 59851  
For details of product availability, contact your local Milupa Representative or Sales Dept., Milupa Ltd, Rivermeade, Oxford Rd, Denham, Uxbridge, Middx. UB9 4BH Tel: (0895) 72121.

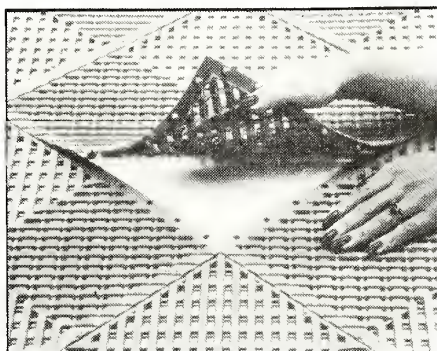


## A wind-up

Weyfringe Ltd have added an automatic rewind to their electronic label writing machines. This is a spooling arrangement to take up the printed label feed from the machines, and is presented as a companion to the Mini-labelwriter machine. Weyfringe say the rewind is easily fitted to the printer stand, and tension winding is synchronised with print speed, to prevent strain on the labels. *Weyfringe Ltd, Longbeck Road, Marske, Redcar, Cleveland TS11 6HQ.*

## Fiery range

In their 'Silver Jubilee' year, Photain are introducing a range of microprocessor-based control panels for fire sensing and control. They also apply to Multiplex control and data communication systems. Microprocessors mean control panels giving routine testing of the sensors and sounders. *Photain Controls Ltd, Ford Aerodrome, Arundel, West Sussex.*



A companion product to Cushion Mat, the industrial anti-slip matting, has been launched for lighter duty applications. Called Safestyle 2000, it is lighter in construction than the original product, say Harmer (UK) Ltd, and has slip-resistant and self-draining properties.

Safestyle 2000 is a modular matting system comprising 1ft sq PVC tiles which snap together. Drainage channels give liquid run-off and free air circulation, allowing the floor to dry out. Available in five colours, the mats are treated with ultra violet stabilizers to prevent fading and are suitable for indoor and outdoor use, say *Harmer (UK) Ltd, 28 Corporation Street, Coventry, West Midlands.*

## Get a ribbing

Bandfix Tapes claim their embossed self-adhesive packaging tapes have a "subtle ribbed finish" for improved presentation without added cost. They are available printed to specification in up to three colours, normally on a white background, and come in all standard widths up to 150mm, in roll lengths from 66-100m. *Bandfix Tapes Ltd, Unit 6, Cartwright Road, Pin Green Industrial Estate, Stevenage, Herts SG1 4QJ.*

## A light light

A lightweight, torch-shaped ultra violet light is available from Volumatic to use with the company's UV marker pen or security endorsing kits. The lamp is powered by four AA batteries, is operated by an on/off switch, and costs £9.95 plus carriage and VAT. *Volumatic Ltd, Taurus House, Endemere Road, Coventry CV6 5PY.*

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G E N E R I C S   ·   L O R A Z E P A M

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Wyeth's reputation for quality and consistency has always been second to none - giving you the assurance that the products you dispense conform to the highest possible standards.

To enquire about Wyeth Generics as well as 'quantity discounts' currently on offer, phone:

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## WYETH

## GENERIC

\*

## Trade Marks



W Y E T H   G E N E R I C S   ·   T E M A Z E P A M   ·   W Y E T H
G E N E R I C S   ·   L O R A Z E P A M





# 8 REASONS TO GO FOR ANADIN<sup>®</sup>

## The Brand Leader

- ① Anadin is the No. 1 Best Selling analgesic brand.
- ② Anadin will be backed by a brand new advertising campaign.
- ③ Anadin will get more advertising support in 1986 than ever before.
- ④ Advertising spend will be continuous for 52 weeks – starting December 1985.
- ⑤ Massive T.V. and Press campaign.
- ⑥ Spend will be £3 million – the heaviest ever.
- ⑦ More people reach for Anadin than any other brand.
- ⑧ Anadin offers your customers fast, effective relief.

Be sure you're ready for the break of the new 'Go for Anadin' campaign, because there's going to be no stopping the brand leader from December.



GO FOR ANADIN. THE NO. 1 BRAND





# SUNPREPS GET A TANNING

**L**ast year will go down in sun preparation history as a fine example of the vagaries of the market with sales reflecting the non-Summer.

The value of the market increased by only 1 per cent to stand at £39m, while in unit terms it decreased 9 per cent from 15.1m to 13.7m. \* Market analysts SDC say that the 1 per cent value increase is also somewhat misleading because manufacturers put their prices up across the board. Sun tan products accounted for 83 per cent of total sales, an increase of 2 per cent; artificial tans — 4.9 per cent (up 2 per cent) but the aftersun sector has decreased by 8 per cent to represent 12 per cent of the market.

Increasing competition has failed to

topple Ambre Solaire from its perch: it still holds over a quarter of the market, although its share has been eroded a little. SDC report that the market shares for Bergasol and Nivea which share joint third place, after Avon, are steady. Boots Soltan range has suffered a small decline. New ranges such as Chesebrough Pond's Cream & Cocoa Butter range were instrumental in eroding the market share of the established brands.

Hawaiin Tropic is the only one of the larger brands to have put on share — perhaps the most likely one to benefit from an increased popularity in oils.

Among the newcomers for 1986 is the Malibu range from a new company Cosmetics International. Their tanning oil in

an aerosol spray is of note. It will be supported with television advertising.

An unexpected development last year was a decline in the incidence of male purchase — down 2 per cent to 20 per cent of total purchase. SDC report that men have traditionally tended to buy the established brands but are now experimenting with newer names.

As was to be expected with the poor climate, purchases for home use (non-holiday) decreased by 12 per cent to £10m, and sales for holidays in the UK fell by 11 per cent to £6.2m. In contrast purchases for foreign holiday use increased by 28 per cent to £14.7m. It was the last minute holidays abroad which helped to arrest what could



## SUNPREPS GET A TANNING

have been an even worse situation.

In terms of distribution Boots have by far the lion's share but this year they have lost out considerably across the board, say SDC. While independent chemists, in second place with around half of Boots share, have performed well and gained share.

Avon, who are responsible for taking a fair number of potential customers out of the market early have a steady share. Discount and drug stores have put on share. Both Superdrug and Tip Top stores sell their own brands. Department stores have seen a slight erosion — "premium brands are a small sector of this market. Customers who buy a brand's cosmetics do not necessarily buy the sun preparations" say SDC.

After a disappointing Summer which manufacturers say resulted in a fair amount of stock left on shelf, it will be interesting to see how the trade responds in 1986. Caution will no doubt be the by-word, but one note of cheer is the recent spate of cheap holidays in the sun and the promise from travel companies that more are on their way.

\* All figures in introduction are SDC's for eight months ending August 1985.



### AMBRE SOLAIRE

"1985 was hardly a major event in the history of sun preps but it was nonetheless a year in which Ambre Solaire showed continuing success with the brand recording a leading share," says George Klarsfeld, L'Oreal consumer division general manager.

Ambre Solaire have claimed brand leadership for 50 or so years but 1985 saw a small decline in its sterling brand share from 29 per cent (1984) to 26 per cent. Volume sales were also down on 1984. Marketing manager, Frances Stead attributes this to the

fact that around 45 per cent of Ambre Solaire's sales are for use of the product abroad — "This is slightly less than other brands as Ambre Solaire is more widely available abroad. Thus in a year when sales for UK use were down we suffered more than others."

Far from seeing 1985 as a setback, Mr Klarsfeld reads it as "rather unrepresentative." He is determined that Ambre Solaire should not rest on its laurels.

The company is to support the brand with a £1m advertising campaign centring on the women's Press, starting in April and running throughout the Summer in the major weeklies and monthlies. 1985's advertising budget was £600,000. This year's campaign will retain the "Deep Tan Technology" headline will emphasise the cosmetic benefits of the range.

The company has decided against a repetition of its 1983 television campaign. "In a market which is becoming increasingly sophisticated, our overall objective is one of education rather than just making a noise. This can be better achieved via the Press, at least for the time being," says Mr Klarsfeld.

The main introduction to the range will

## Thanks to Ciba, our coverage will increase this year



More bodies than ever before are enjoying the healthy benefits of Piz Buin's range of suntan products. In fact, we're the fastest growing premium product on the market.\*

To accelerate that growth we're spending much more on this year's advertising, to the po





be a maximum protection sun block cream (50ml, £3.99) — designed for the sensitive areas of the body. A 200ml size of moisturising tanning milk SPF 5 will be added. With the growth in popularity of milk formulations, the cream range has been rationalised to include just 50ml and 100ml sizes. The water resistant products will be repackaged to bring them into line with the range but will be distinctly marked.

A promotion offering a free display unit and consumers a 20p coupon will run from January to April. To stimulate multiple purchase a film promotion based on two proofs of purchase will offer the consumer a £1 refund off film processing.

For value for money the company is offering the consumer a cosmetic bag containing milk SPF 5 and aftersun (125ml) in a cosmetic bag with a free face cloth, to retail at £5.99, instead of the normal retail price for both products of around £7.



Sunset Marketing are adding sun tan cream SPF's 6 and 12 to the range. With no additions to the Bergasol range Chefaro see the year ahead as one of consolidation

Mr Klarsfeld believes that the future lies first and foremost in prevention of skin damage. It is a future which he views with optimism. "People are taking longer vacations and looking after their skin much better — we have moved away from tanning without burning to tanning without damage." *Golden Ltd, 30 Kensington Church Street, London W8.*

## SUNSET

Sunset Marketing are adding sun tan cream SPF's 6 and 12 to their self-tanning cream range. The cream, which is water resistant, will retail at £3.50 for a 250ml size bottle. "The suntan cream protects the skin in hot climates, while the self-tanning cream is the ideal pre-holiday preparation," says the company. Distributed by *De Witt International Ltd, Seymour Road, London E10 7LX.*

## BERGASOL

Chefaro report that despite the poor Summer, Bergasol has retained its sterling brand share of 12 per cent, with a gain in unit brand share, to 8 per cent — attributed to they say, to the introduction of lower priced lines in the range such as the Bergastick lip protector.

With no additions to the range in 1986, Chefaro see the task ahead as one of consolidation. Brand manager, Sally Hunt, is not pessimistic about the future: "Two thirds of Bergasol's purchases are made by those going abroad to the sun and, with the massive interest in foreign holidays for 1986, the picture is far from gloomy. The UK consumer will not be taking any chances with the weather again and early indications point to record foreign holiday bookings in 1986. Our advice to chemists is to stock up early and leave product on shelf throughout



here three times as many customers will be able to see it. Your Ciba Consumer pharmaceuticals representative will be visiting you to give support and P.O.S.

All designed to prove to your customers that Piz Buin is the best under the sun.

**PIZ  
BUIN**



# SUNPREPS GET A TANNING

the year."

Bergasol sales through independent chemists in 1986 are said to have grown by almost a third in 1985 — rising from 23 per cent to 30 per cent — a trend which Chefaro hope will continue in 1986, when they offer the independent a new flexibility in stocking. They are offering a 60-item basic parcel, biased towards the fast sellers, but containing a cross section of the range, with an option to select additional outliers of individual items.

"There have always been regional differences in sales of suntan products. Now we are giving the chemist the chance to analyse his own market and choose his own best sellers," says Mrs Hunt.

As far as pricing is concerned, Bergasol products will rise roughly in line with inflation in 1986. All tanning oils and lotions will retail at £5.60 with the Bergastick and total block at £1.50 and the tanning creams and aftersun items remaining at £3.95.

The range will be supported with a £550,000 advertising spend using the women's Press. 1986 will be the sixth year that Chefaro have used the brown girl/white girl advertising theme but this time with a new treatment.

A variety of POS material will be available featuring the new advertising, and including shelf strips, counter units and consumer leaflets which explain the difference in the tanning factors — "an area where confusion is still apparent," says Mr Hunt. *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge.*

## HAWAIIAN TROPIC

"A surprisingly good year" is how Hawaiian Tropic's marketing manager Barry Bell summed up 1985. "A year which ended with a small amount of stock left on shelf but certainly not an embarrassing quantity and one in which the brand's sterling share of the market increased by 1 per cent to 7 per cent sterling."

In the independent chemist sector, Hawaiian Tropic is the only brand to have grown constantly with a 9 per cent share in 1985, claim distributors, Network Management. "It should be remembered," says Mr Bell. "Our overall brand share of 7 per cent is achieved on a distribution base of only 39 per cent compared to 93 per cent for the brand leader." Extending distribution in 1986 is one of the company's aims after building up a "sound foundation" last year when they took over from Chesebrough-Pond's.

This year Network have extended their portfolio to 17 products with the addition of Ultra Light Tanning Blend (200ml, £4.95) and Baby Faces and Tender Places. The former is a light tanning oil, positioned in the no protection sector. With a light oil formula



of cotton seed and soya bean oils, it is designed as an alternative to the "stickier" traditional oils.

At the opposite end of the factor spectrum is Baby Faces and Tender Places — Hawaiian Tropic's entry into the high protection area. As its name suggests, the product has been designed for babies and extra sensitive skins and has little fragrance. It is packaged in a light blue bottle.

1985 was "an exceptionally good year" for oils, says Mr Bell. "With such a poor Summer people maximised on the small amount of sun and tended to throw caution to the wind. In the States skin protection is all the talk but for British people who get on average two weeks of concentrated sun a year, the prime importance is to get a tan — skin protection is secondary. Not that tanning and protection need necessarily be mutually exclusive, as our range illustrates."

Lotions however, are still the biggest sellers and in the case of aftersun some outlets ran out of stock, says Mr Bell.

During 1986 the range will be supported with a £0.5m national poster and women's Press advertising campaign. This will in part feature a new treatment together with the successful "Brown beach bums" theme.

For the fourth year running, the company will be running the Miss Hawaiian Tropic competition, an international contest, conducted in the UK as a regional and national event.

New POS material includes a shelf organiser, counter unit and floor standing unit plus consumer leaflets. *Network Management Ltd, 3 Union Court, 9 Sheen Road, Richmond, Surrey TW9 1AD.*

## VICHY

A self-tanning milk called Auto-Bronze — tan without sun (100ml, £3.95) is being introduced by Vichy.

The self-tanning milk contains dihydroxyacetone which reacts with the skin's proteins to give a bronzed, not yellow or orange effect, say Vichy. It takes about four to five hours to work and is said to last for about three weeks.

The product does not contain a sun filter or stimulate melanin so Vichy recommend that a normal sun product is used in the sun. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

## FABTAN

The Fabtan collection will, from this month, no longer be distributed by Price Check Toiletries but by *Brimag Trading, 108 Commercial Buildings, 15 Cross Street, Manchester M2 1WF.*

## HOUSE OF SHELTON

House of Sheldon have appointed Pharmagen as their sales and marketing agents, following a "successful" first year.

The retail prices of the lotions SPF 3 and 6 and bronzing oil SPF 2 are unchanged at £1.99 but the aftersun moisturising lotion is now £1.45 for a 185ml bottle. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham.*

## PIZ BUIN

Following their take over of the Piz Buin range from Colson & Kay last Autumn, Ciba Consumer Pharmaceuticals are aiming to increase the brand's distribution in the chemist sector while still retaining its premium price image.

"The acquisition of Piz Buin was a heaven sent opportunity," says marketing manager Roy Simpson. "It's a high quality, sophisticated brand which is still relatively unknown. We aim to give it the backing and exposure it deserves."

Piz Buin's sterling market share increased from 2 per cent to 2.5 per cent in 1985. This was largely achieved by a 57 per cent increase in distribution, particularly in the Boots and department store areas — Boots accounts trebled from 200 to 630, say Ciba. "Last year the 620 Piz Buin independent chemists accounted for 39 per cent of business. This year, we aim to distribute to a maximum of 2,000 chemist outlets," says Mr Simpson.

A Swiss brand, Piz Buin first entered the UK market in 1961 but it made little impact until Colson & Kay bought it in 1981. "It is now primed for success — the Ciba timing is perfect. The brand's emphasis on skin protection is ideally suited for our healthcare image," says group brand manager Jeni Carter, who was marketing director with Colson & Kay. "We do not want it to be a flash-in-the-pan success with a top strata position for a season. What we have is a long term marketing proposition."

Ciba's plans for Piz Buin include two additions to the line-up and the addition of a 200ml size (£5.50) in SPF 4 lotion and aftersun lotion (£4.95). 1986 sees the launch of an additional twin pack, this time containing 100ml SPF 4 lotion and 200ml SPF 2, called the intensive tanning system (£6.95). A new product is aftersun cream, (£3.95) which comes in a cream coloured tube with a splash of blue.

*Chemist & Druggist 18 January 1986*





To help achieve Ciba's target of a 5 per cent market share by the end of 1986, Piz Buin will be supported by a £0.5m advertising budget — last year's was £135,000. This will mainly be channelled through women's Press with two new advertisements.

"We looked at using television but the two sunpreps companies who used it last year — their market share is not that great. We believe in television for the right product but it is difficult with sunpreps because of the time element. Consumers tend to think about sun products for about four weeks of the year and usually when the sun shines at home. This is why radio thermal packages are good but women's Press is probably the most effective medium," says Jeni Carter.

To reinforce their commitment to the chemist, Ciba will be running a chemist-only promotion in May — details will follow. POS material is based on a modular system with an "upmarket" merchandiser.

What then of the future? Ciba certainly don't rule out the possibility of taking on further brands to strengthen their new presence in the non-pharmaceutical area. "We will be looking at all areas of the care market and if we find a need for a product then we will consider it. After all we have a sound history of acquiring and producing products," says Jeni Carter. *Ciba Consumer Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*

## MAWS

Maws are supporting their sun preparations for children and babies with an £80,000 advertising campaign.

The campaign, which will run during the Spring and Summer months, will feature full page colour advertisements in the specialist baby and women's general interest Press. *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

## COLUMBIA'S ARONDE

Columbia will be supporting the Aronde range of nine products with a retail promotion.

Retailers who buy eight dozen of the product will get the ninth dozen free. And with each retail parcel bought the purchaser will get an LP of his choice. All products in the range retail at £2.25 each. *Columbia Products Co Ltd, Sherbourne Avenue, Ryde, Isle of Wight.*

## CHESEBROUGH-POND'S

Chesebrough Pond's claim that their Cream and Cocoa Butter sun prep range notched up a 7 per cent brand share where it was stocked in its first year in the sun tan market.

"In retrospect 1985 was probably one of the worst years in recent history we could have chosen to launch a sunpreps range," says group product manager, Julie Banfield. "But despite the weather we managed to achieve our objectives, particularly in the chemist sector, where we had a 2,500-outlet distribution." Increasing this number is one of Chesebrough-Pond's objectives for 1986. "We want to get the sun products into every chemist which already stocks our other ranges," says Roy Gayton, director of sales and marketing.

The line-up last year consisted of lotions SPF 2, 4, 6 and 8 and aftersun. The latter is said to have done particularly well with an 11 per cent brand share in the market. For 1986 there will be four additions — two water resistant lotions, SPF 3 and 5, (£4.99) high protection for children (water resistant) (£4.99) and facial cream SPF 12 (£4.45).

The packaging is all colour-coded with the original sun tan lotions in tan, water resistant products in dark brown, facial

cream in a tan tube and aftersun in blue.

Roy Gayton attributes much of the brand's "success" to the heritage of the Pond's name: "With our knowledge of the skincare market and the success of the Cream and Cocoa Butter range we are in an excellent position to equip people with sun tan products." Both the skincare and sunprep range are aimed at the 25-45 year old female purchaser for family use.

Last year Chesebrough Pond's were one of only two manufacturers to choose to advertise sun preps on television. This was in the form of corporate advertising including Cream Cocoa Butter skin softening lotion and creme bath. Pond's say that the £1.8m spend made them the biggest advertising spenders last year. The commercials will be screened again as part of a £2.2m advertising budget, with two bursts in May for a five week period and in July for four weeks. A women's Press campaign will run from July to October. The awareness of Cream and Cocoa Butter rose from 38 per cent to 65 per cent before and after the television campaign, say Pond's.

POS material will include display stands with header boards and window cards following a tropical theme. A consumer leaflet will explain how, if the purchaser sends in her till receipt, she will receive £3 worth of coupons off various toiletry brands. ¼ million leaflets will go to chemists.

The company are offering retailers who take delivery before the end of March a trade bonus. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## WHAT'S · NEW · ON · THE · HORIZON?



# U V I S T A T



# SUNPREP GET A TANNING



## ALMAY

Against the backdrop of last year's dismal Summer, Almay say their hypo-allergenic sun care range increased its sales by 23 per cent.

Explaining this growth, product manager, Sarita Young says: "People are becoming more aware of the need for protection which ties in with Almay's main selling proposition for caring for the skin. And an increased distribution through Boots has undoubtedly helped boost sales."

To encourage this growth still further Almay are introducing improved formulations, new products and revamped packaging across the sun care collection for 1986.

The range consists of 11 products — creams and lotions ranging from SPF2-15: deep tanning lotion SPF 2 (185ml, £4.25), tan encourager lotion SPF 4 (185ml, £4.45), sun protection cream SPF4 water resistant (125ml, £4.45), lotion SPF 6 (185ml, £4.65), cream SPF 8 (125ml, £4.85), lotion water resistant SPF 8 (185ml, £4.95), ultra protection lotion SPF 12 (185ml, £5.25), total sun bloc SPF 15 (50ml, £3.45), after sun soother (185ml, £3.45), after sun facial soother (50ml, £3.95) and total bloc lip protector (10ml, £1.95).

All the products are lanolin and fragrance free and are instantly absorbed into the skin, says the manufacturer. They come in flip-top capped bottles and tubes,



Almay's new look range for '86. Smith & Nephew plan to put £0.75m behind the Nivea brand

which feature a golden brown livery with a palm tree logo. The two water resistant formulations are identified by a blue line.

This year Almay are looking to increase distribution, particularly in the chemist area and are hoping to widen their appeal to non-Almay cosmetic users. A women's Press campaign will run from May to August, emphasising the brand's tanning benefits. And instore there will be a "comprehensive" range of POS material including a counter unit and showcard. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

## NIVEA

A major relaunch for Nivea Sun in 1985 with three new products and packaging, helped to keep sales stable during a poor Summer, say Smith & Nephew.

The company claims Nivea is number two in the market with a volume share of 15 per cent and sterling share of 12.9 per cent. For 1986, UVA sunscreen is being added to water resistant lotion SPF 5.

A £0.75m advertising and promotional budget will support Nivea — an increase of 40 per cent on 1985. A Press campaign in women's magazines, April to September will feature "The loveliest tan in the world" and "Play safe when the sun comes out," which won *Campaign's* Press award for best advertisement in the beauty and toiletries field.

Promotional activity will include a consumer competition with the theme "gold." POS leaflets will give details of the competition which offers a holiday abroad worth £2,000 plus £500 of gold sovereigns. There will be seven weekend breaks to be won in a competition for retail assistants.

POS material will include two-tier display units with headboards.

Marketing manager, Anthony Bush, believes that Nivea Alpine sun, launched for the 1985-86 ski season will attract new users to the Nivea Sun range by proving that "the brand offers the right balance of protective and tanning products at value-for-money prices." *Smith & Nephew Consumer, Alumrock Road, Saltley, Birmingham.*

Thomas Christy are launching nationally the Tropicana range

## ELIZABETH ARDEN

Elizabeth Arden are running a consumer promotion on their Progressive Tans range, to be on shelf from May 5.

A beach to town bag in a transparent tan colour will be offered to the purchaser of both self-tanning lotion and moisturising sun lotion. *Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.*

## COTY'S SUNSHIMMER

Coty will again be using television to support their Sunshimmer range in 1985, following a "successful" campaign last year.

The company is planning to extend the number of commercial spots this year, with a 20-second advertisement appearing in June and July. The £400,000 advertising and promotion budget will also include a women's Press campaign running from May through to July.

Boots will not be stocking the Sunshimmer range in 1986, so the company is seeking to extend distribution in the independent chemist, drugstore and grocery sector.

A new product is to be added to the range — tropical oil SPF 2 (£2.05). And transparent face and body make-up is available at a special offer price of £1.75 (normal price £2.65). *Rigease Ltd, PO Box 27, Brentford, Middlesex TW8 9DW.*

## UVISTAT

Windsor Pharmaceuticals are adding two new products and an improved formula to their Uvistat sun screen range.

In addition to the Uvistat-L lipscreen SPF 5 (5g, £1.37) and Uvicool aftersun lotion (125g, £3.18), the range includes the re-formulated sun screen high protection SPF 10 (50g, £2.72; 100g, £3.98) and the new lines, sun cream medium protection SPF 4 (50g, £2.61; 100g, £3.82) and aqua water resistant SPF 10 (85g, £3.92).

With the exception of the lipscreen, the packaging on all products carries Uvistat's circular logo, with the products differentiated by background colours.

"Uvistat sun screen is currently the

NOW CHRISTY SKIN CARE TAKES ON THE SUN







### One of Uvistat's new lines — water resistant sun gel

1986 sees the introduction of Shimmering Sun gelee (100ml, £3.95). Water based with SPF 2, it adds a sheen to the skin while tanning and is suitable for normal or dark skins.

Recommended for sensitive areas or fair skins is the new Sunstick SPF15 (£2.95) — a sunblock in a handbag-size dispenser. Also designed for fair skins is the water resistant Lite Sunscreen cream SPF 8 (100ml, £3.95). Other products in the range are sunblock milk SPF 15 (150ml, £4.95), sunscreen milk SPF 6 (150ml, £4.45), tanning cream (100ml, £3.45) and milk SPF 4 (150ml, £3.95) and Lite tanning oil SPF 2 (150ml, £3.45). The television campaign will run nationally from May to August.

The self tanning range will be promoted as a distinct market segment. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

### MALIBU

A newcomer to the sun tan market is Malibu, a premium price range manufactured by a new company to the scene — Cosmetics International. The collection contains three formulations — milk, cream and an oil which comes in an aerosol spray.

The Malibu fragrance is a blend of coconut oil and tropical fruits. All the products are water resistant.

The line-up comprises: deep tanning sun milk in SPF's 2, 4 and 6 (200ml); cream in SPF 3 and 5 (125ml); oil SPF 2 (150ml) and aftersun lotion (200ml).

A television campaign costing £250,000 is being planned for the peak season in July,



### New formulation and packaging for the 1986 Coppertone range

together with advertising worth £75,000 from May to July in the "glossy" monthly magazines aimed at younger women. Package deals will be offered to independent pharmacies and department stores, incorporating free bonuses of designer-styled sunglasses to sell. *Cosmetics International, 3 Weir Road, Wimbledon, London SW9.*

### ROC

Roc will be supporting their range with a full page colour campaign in women's monthly magazines, backed with new POS material and a sampling offer.

Medical activities, which will concentrate on total sunblock cream 10 A + B colourless, will include mailings to pharmacists, GP's and dermatologists, and presentations to hospitals and pharmaceutical societies throughout the UK. *Roc Laboratories UK Ltd, Avis Way, Newhaven, Sussex BN9 0JX.*

### CHRISTY'S TROPICANA

After a successful test market Thomas Christy will be launching their Tropicana sun care range nationally.

The range has been repackaged in a buttermilk livery and will be displayed on a vac-form merchandiser with a backcard. The copyline reads: "Now Christy takes on the sun." A holiday competition and lifestyle leaflet will support the launch.

Some modifications and additions have been made to the range which now includes: tanning oil SPF 2, tanning milk SPF 3, tanning lotion SPF 5, high protection stick SPF 10, total protection cream, after sun lotion with aloe vera and a fake tan SPF 3 called Auto Tan.

Marketing manager, Lynn Regan says: "The results of our test marketing in 1985 together with our strong skincare heritage leave us in no doubt that the sun will shine on Tropicana next year." *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

### COPPERTONE

New formulation and packaging is in-store for Coppertone. Scholl claim promotional support will be "the highest in the market" with a £1.1m television campaign.

Packs graduate in colour from gold to pale brown, indicating the degree of protection — the lighter the shade the higher the SPF value. Two products in the aftersun category come in blue packs; Aquacool gel (100ml, £2.45) and Apres Plage aftersun milk (150ml, £2.95).

### WHY • HAVE • WE • DOUBLED OUR • ADVERTISING?



# U V I S T A T



## The burning issue of getting a tan

**T**he over zealous pursuit of a tan can all too easily lead to painful sunburn.

Symptoms range in severity from redness, itching and stinging to oedema, pain and blistering. In more severe cases, when large areas of the skin are affected, there may be shivering, dizziness, headache, nausea, vomiting, abdominal cramps and muscle weakness. These patients are best referred to a doctor.

Erythema usually appears two to three hours after exposure to the sun, but the full symptoms may take up to 10-24 hours to develop. The reddening and oedema is a result of vasodilation caused by release of histamine-like substances from damaged cells. Peeling occurs when the inflammation subsides, some 3-10 days after the burn.

The medium-length UVB rays are mainly responsible for the burning effects. The longer UVA rays are also erythemogenic but the exposure required is about 1,000 times that of UVB. UVA is responsible for slow direct tanning and can



cause damage to the deeper layers of the skin by destroying collagen fibres.

The first, most obvious, advice to the sunburnt patient is to keep out of the sun until the burn is completely healed. A slight burn protected from further sunlight will disappear in one to three days while severe burns usually heal in four to eight days.

Baby lotions, moisturisers and many after sun creams help to prevent the skin from drying but serve only to give temporary

relief without alleviating the burning.

Topical preparations specifically indicated for sunburn frequently include zinc oxide or calamine for their mildly astringent soothing effect. They also block further burning by the sun. Camphor has counter-irritant and mild analgesic properties. Antibacterial agents such as cetrimide or triclosan are included to prevent secondary infection which can occasionally be a complication of sunburn, particularly as a result of scratching.

Antihistamines produce an initial slight local anaesthetic effect and, over a longer period, penetrate the skin to reduce the inflammation. Although it is best to apply these preparations immediately the symptoms appear, the damaging effects of the sun develop over several hours so it is still worth applying them later on.

The use of antihistamines, particularly over the large areas of skin affected in sunburn, carries the risk of sensitisation. They should not be applied to raw surfaces

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A consultant dermatologist writing in the *Lancet* in 1980 tried to put the sensitisation issue in perspective: "Experience over 20 years with pruritic patients has taught that the injunction to avoid local anaesthetic or antihistamine creams or ointments, because of the risk of allergic contact sensitisation, is a counsel of perfection that has denied to many patients the relief these preparations

can offer... the risk of sensitisation is small, especially on 'normal' skin as opposed to eczematous skin."

Rybar say there have been only two reports of sensitisation to RBC antihistamine cream during the past three years, and both patients failed to produce a reaction when further sensitivity testing was carried out.

Similarly, clinical trials in the USA on Solarcaine, which contains the local anaesthetic benzocaine, gave rise to no allergic reaction. Monitoring of reported side effects over the five years up to 1984 has

shown that allergic reactions (in the form of itching, rash, and in very rare extreme cases, blistering) is minimal. Scholl say that Solarcaine products sold during this period gave rise to no more than 0.43 cases of reported reaction per 100,000 units sold.

Solarcaine products are not recommended for severe cases of sunburn where the skin is badly blistered. In these cases medical advice should be sought. As with all OTC products containing a local anaesthetic, they are not recommended for babies and children under three.

## A tan without sun – how safe are solarias?

Philips Small Appliances, claim a 20 per cent share of the solarium market and over 50 per cent of the healthlamp market. Philips have devoted many years research into ultra-violet technology and say that the trend in the industry is to produce only UV-A equipment because UV-A rays produce a gradual tan and are less likely to burn than UV-B. Philips' research has shown that the UV-B content of UV-A tanning systems should be less than 0.5 per cent. Some systems, especially those claiming to give a faster tan, produce a higher proportion of UV-B, which significantly increases the risk of burning.

Philips' solarium emit less than 0.5 per cent UV-B. Just over a year ago, the company introduced R-UVA tubes with their own integral reflectors which give up to 30 per cent more UV-A light and produce only 0.1 per cent UV-B.

But what of the current increasing knowledge that UV-A penetrates deep into the dermis and causes long term damage to the elastic fibres, resulting in premature ageing?

Philips has its own doctor and team of medical advisers in Eindhoven, Holland, where they recently held a conference devoted to the quality and safety aspects of solarium equipment. Their work shows that, given equal doses of UV-A and UV-B, UV-A rays are safer, but that the whole safety issue is also dependent on a variable element, ie dose, the product of quantity of radiance times the length of exposure.

"The problems of skin damage reported have come about either through the use of old-fashioned solarium equipment using UV-B or through prolonged exposure to sunlight eg in Sydney or California — it is worth noting that export figures for solarium equipment are highest for California, a country with an abundance of natural sun but where health conscious people are realising that it is better to tan in the controlled conditions provided by a sunbed"

say Philips.

With every item of equipment which Philips sell, it includes details of tanning

*Chemist & Druggist 18 January 1986*

The past five years has seen a quiet revolution in technological advances in solarium products, making a year-round suntan an affordable reality say Philips.

programmes that have been established in conjunction with their team of medical advisers. Clearly these programmes must be adhered to — it is only when they are not, when people decide to re-set the timer for another 30 minutes — that problems arise, say Philips.

**The Philips range**

It was only last August that a British Standard for solarium equipment was finally set, and Philips are confident that their

range will pass the rigorous tests required to gain the BEAB seal of approval.

Facial solarium units start at £38.50 with the HP3147 which features 4 12in UV-A tubes, timer with auto switch off and its own integral carrying handle and cord storage facility. Philips' new R-UVA tubes feature in the HP3150 (about £156), a half-body solarium with LED timer and automatic switch off. Both this model and the HP3148 can be used with an optional stand which makes the units adjustable to any position from horizontal to vertical.

Top of the range is Philips' complete full-body tanning system HP3140/HP3141 which combines couch and canopy. For people who want an advanced unit but who lack space, the HP3132 compact canopy (£699) folds down into an easily stored unit. Philips will introduce a new folding canopy this year at an economy price.

WHAT · NEW · PRODUCTS · WILL  
GENERATE · ADDITIONAL · SALES?



U V I S T A T



## Incest in high places?

I confess I was startled to read of the incestuous nature of the NPA and the PSNC (letters last week), and my hair literally stood on end when it was suggested that the president of the PSGB should step into this den of iniquity more often. Is it any wonder that the president should stay away from Mallinson House, when he has been warned by one of those self-appointed guardians of our profession? I can hardly wait to hear what next is going to be printed from this private eye of the pharmaceutical underworld.

Mark you, our correspondent is ashamed of the NPA advertisement posters, along with 1.75 million petitioners, so really we have sunk to the pits. Shame and incest all in the same week. There is only rape and murder left. I look forward to next week's scandal with a high degree of expectation. Not with joy but with pity, as I know it will be unlikely that we will read anything of a positive and constructive nature — moderation and sanity seem to be virtues not in the nature of our caged tiger.

**John Davies**  
Wiveliscombe, Somerset

## Violation!

The Leicestershire Branch of the Pharmaceutical Society has considerable sympathy with the view expressed by Gavin Dent, a propos the suggestion that leapfroppers should be held to be in violation of the Code of Ethics. We have, in fact, submitted for the coming Branch meeting a resolution as follows:

"That the uncontrolled opening of pharmacies is likely to bring profession into disrepute, and pharmacists involved in opening a new pharmacy to the detriment of the existing service should be declared in breach of the Society's Code of Ethics." I hope we can achieve support for this reduction from all like-minded pharmacists.

**Michael Burden**  
Secretary  
Leicestershire Branch,  
Pharmaceutical Society



Some good news...Jan Leeming kept her promise to re-open Bell and Riddle's chemist shop in Hexham. The original premises were destroyed by fire over a year ago. The newsreader who is pictured at the opening is a friend of managing director Robert Bowman and his wife Jennifer

## Bronchodilator therapy

As a follow-up to a survey which I carried out into the use of bronchodilator aerosols and insufflators I have recently distributed placebo aerosol units (courtesy of Astra Pharmaceuticals Ltd) to general practice pharmacists in Northern Ireland. The distribution was carried out by S. Haydock & Co Ltd, and was timed to coincide with a series of continuing education workshops on bronchodilator therapy, at six centres throughout the province. The workshops were supervised by Dr M.G. Scott and myself and were organised by the Northern Ireland Sub-committee for Post Qualification, Education and Training of Pharmacists.

I would like to take this opportunity of inviting any Northern Ireland pharmacists who were unable to attend a workshop, or who did not receive a placebo unit and wish to obtain one and/or further details on their optimal use, to send a stamped addressed envelope to me at the address below:

**J.C. McElroy, PhD, MPSNI,**  
Department of Pharmacy, The Queen's  
University of Belfast,  
97 Lisburn Road, Belfast BT9 7BL.

## Wellcome moves

Wellcome's US subsidiary, Burroughs Wellcome, has lost two top men in the past ten days.

Dr Pedro Cuatrecasas, head of research, left to join "another company" — reported in the *Financial Times* to be the American arm of Glaxo. He will be replaced at the beginning of February by Dr Howard J. Schaeffer, who was involved in the the development of acyclovir, and, say Wellcome has had "very wide and successful experience in pharmaceutical research".

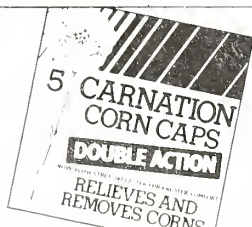
And in a surprise move the Burroughs chairman, William Sullivan, has resigned to pursue other business interests. His duties will now be split between Ted Haigler Jnr, previously vice-president of finance, who becomes chief executive; and Wellcome's chairman Alfred Shepperd, who takes over the Burroughs chairmanship. Dr Ronnie Cresswell, group head of R&D, becomes a member of the board.

The Wellcome group's North American operations were the main contribution to Wellcome's record 1985 profits.

**Cow & Gate Ltd:** Josca van Duijvendijk joins as product manager. Ms Duijvendijk will be responsible for the pure juices for babies and Liga rusk ranges. She joins from the parent company, Nutricia.

**Robinsons of Chesterfield:** Elaine Harris joins as assistant product manager, baby products, after spending a year with Pfizer Ltd as a medical sales representative. Dr John Finch has been appointed business manager, baby products, joining from Reckitt & Colman, where he was senior brand manager. And David Tait becomes general sales manager, consumer products after five years at Declon Ltd.

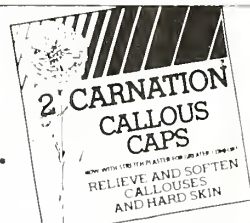
**Warner Lambert Ltd:** Alan Walker has become pharmaceutical marketing director at Parke Davis Research Laboratories for Europe, Middle East and Africa. Mr Walker joined the laboratories in 1973 as product manager for Ireland. He was appointed general marketing manager in 1979. The new appointment means he moves to the US, and his previous job of regional marketing director is taken by Ron Baynes.



# CARNATION

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# Kodak's Instant credit as Polaroid win patents fight

**Kodak are having to pull out of the instant photography market after losing a long-running legal battle with Polaroid.**

The US Supreme Court refused to lift an injunction — which had been due to come into effect on January 9 — stopping Kodak from making or selling Instant cameras and film in the US. Polaroid had claimed the products infringed their patents.

In September Judge Rya Zobel of the Massachusetts District Court held that seven out of ten patents had been infringed. She later granted the permanent injunction, which Eastman Kodak have been unable to lift (see *C&D* October 19, p723). The injunction covers goods sold in the US; in the UK Kodak are still supplying instant film while stocks last. But there will be no further supply to the company from the US. The UK company is

advising dealers to stop selling the Instant cameras.

Unsold cameras returned direct to Kodak will be credited: all those returned by February 28 will be credited at the full basic price including VAT, even if discounts were allowed at the time of purchase. The company is also planning an exchange deal for customers, which is still being worked out. Details should be released before the end of March. "There's no enormous hurry. We're most concerned about people who have cameras, but they can go on using them for some time yet," said a Kodak spokesman. "We're trying to say to the consumer: 'There's no need to rush straight out to the dealer.'"

About a million Kodak Instant cameras have been sold in the UK since 1977, but as no Instant products are made in this country, the company says no British jobs will be affected.

# Swedes agree on drugs group

**A concentration of drug companies in Sweden is to be the result of a £367m deal between Fermenta and Volvo.**

The agreement involves Volvo taking a 20 per cent stake and board representation, while Fermenta take control of Sonessons (30 per cent — owned by Volvo) at 190 Kroner per share, and buy a 40 per cent voting stake in Volvo's other pharmaceutical interest, Pharmacia. Fermenta then intend to sell off Sonesson's industrial group.

The deal has been put together after an approach by Refaat El-Sayed, chief executive and major shareholder of Fermenta. According to finance company Svenska International, Volvo liked his "entrepreneurial flair," and have agreed not to go beyond a 30 per cent stake in the new grouping without Mr El-Sayed's consent. They will also have first refusal if he sells any more shares.

Sonessons include the Leo subsidiary. Pharmacia — Sweden's second biggest pharmaceutical company — became a Volvo interest early last year.

The Trade and Industry Secretary has decided not to refer the acquisition of Grimwade Ridley and Co (Ipswich) by AAH Holdings to the Monopolies and Mergers Commission.

# Unichem: £70m up in 1985

**Unichem are claiming a sales increase in 1985 of over £70m on the previous year.**

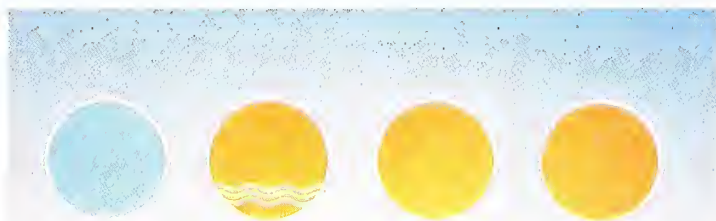
Figures for the year ended December 31 show a 19 per cent increase, with turnover of £438m, excluding sales by the subsidiary travel company, Soler Touriste.

Managing director Peter Dodd said this was more than double the industry's average growth, and called it a "...particularly satisfactory performance, bearing in mind the increased prescription charges and the introduction of the blacklist in April." He also noted price reductions on ethical products and continued parallel imports, and said: "Despite these restrictions, we anticipate that the increased turnover will be matched by a satisfactory increase in profits for the period."

This year is the tenth anniversary of Unichem's finance scheme to help co-operative members with the extension and improvement of their businesses. Chief financial officer Jeff Harris predicted an increase in demand for pharmacy finance: "New funds of £11m were made available to retail pharmacy in 1985, and inquiries are currently running at 100 a month." Since 1976, the company says, it has made over £35m available to members.

**The Department of Trade and Industry's** November retail sales index (1980 = 100) shows a year on year rise of 20 per cent to 182 for dispensing chemists (NHS receipts are excluded). The figure for all businesses has risen by 10 per cent to reach 165.

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U V I S T A T



## Sunday trade tactics "unfair", say anti-Shops Bill lobby

Supporters of the new Shops Bill to legalise Sunday trading are using unfair tactics to push it through Parliament, according to the Keep Sunday Special campaign.

The three-line whip imposed by the Government is the immediate target of the campaign, launched last Thursday and made up of a broad spectrum of the Bill's political and religious opponents. "It is quite wrong to have a strong whip on a social rather than an economic matter," said campaign director Dr Michael Schluter. And Tory MP Sir Bernard Braine said he was "one of a substantial number of Tory MPs determined not to let the Bill pass" because it forces them to choose between their party and their conscience.

Dr Schluter was also sceptical about the quality of the information being offered to the public. The use of Swedish statistics to show Sunday opening is good for retailers is "misleading," he said, because of their different definition of "independent retailer." And the Government had not said that three years after deregulation in Sweden, 60 per cent of the consultative committee regretted extending shop hours. Dr Schluter was critical of an Institute of Fiscal Studies

report which said deregulation could create more jobs because it was commissioned by big multiples supporting the Bill and reversed the IFS' earlier conclusions.

Lord Graham of Edmonton said public opinion against Sunday trading must mount once its real implications are known. Campaign supporters admit the existing rules are archaic and favour amendments but point to failed attempts to introduce these in the Lords.

In a recent poll for Channel 4's "What its Worth" less than a quarter of those asked wanted Sunday opening if it meant shops closing and prices rising.

Time is running out as the Bill approaches its second Committee phase in the Commons. Many organisations opposing the Bill feel it will go through anyway (see PSGB report p80). Terry Steel from Boots said that although they had submitted evidence against deregulation to the Auld Committee, their attitude was now a "pragmatic" one, and they would review each case separately. The Keep Sunday Special Campaign is to hold public meetings across the country on February 14. A national public meeting is planned for February 20 (phone 0223 311596 for further details).

## Freshtex — going Dutch

Freshtex, the consumer division of Bonded Fibre Fabrics, have announced the name of their new Dutch partners.

Royal Utermohlen, a Dutch surgical dressing manufacturing company, formed the marketing team with Freshtex on January 15. The company had previously been unnamed, although a partnership had been announced (see C&D, December 14).

The deal was said by Freshtex to be "...a logical development for both companies. It will enable us to extend our UK product range virtually overnight with fully proven lines."

Royal Utermohlen exports to over 50 countries and, like Freshtex, makes and packages products for retailers' own label lines. The combined range of goods now includes all-purpose cloths, baby wipes, nappy liners, cotton wool products, first-aid products, sanitary towels and decorated paperstick cotton buds.

Brewmaker plc have bought Condessa Ltd, a Chester-based canner of home wine and beer kits, now renamed Canwel Ltd.

## COMING EVENTS

### Monday, January 20

**Hull Pharmacists' Association**, postgraduate centre, Hull Royal Infirmary, Anlaby Road, Hull at 7.45pm. Dr W.E. Court will talk on "Dental remedies — an historical account."

**Mid Glamorgan East Branch, Pharmaceutical Society**, The Victoria Hospital, Pontypridd at 8pm. Talk on "Inhalation therapy" by Dr B. Davies, Sully Hospital. Buffet supper.

### Tuesday, January 21

**Ayrshire Branch, Pharmaceutical Society**, Piersland House Hotel, Troon at 8pm. Mr J. R. Jamieson on "Prescription pricing division."

**File Branch, Pharmaceutical Society**, Anthony's Hotel, Kirkcaldy at 7.45pm. Dr P.K. Buxton, consultant dermatologist, Victoria Hospital on "Suitable indications for topical hydrocortisone."

**North Metropolitan Branch, Pharmaceutical Society**, School of Pharmacy at 7.30pm. "Contraceptive advice to young people" by Dr Fay Hutchinson, medical director, Brook Advisory Clinic. Refreshments.

### Wednesday, January 22

**Crawley, Horsham and Reigate Branch, Pharmaceutical Society**, Crawley Hospital at 7.30pm. Mr T. Lowenhoff, on "The role of the pharmacist in the clinical management of nutrition."

### Thursday, January 23

**Bedfordshire Branch, Pharmaceutical Society**, Bird-in-Hand, Henlow Camp Crossroads, Hitchin/Bedford Road at 8pm.

## Wellcome price will be fixed

The Wellcome Foundation will appear on the stock market with a fixed price offer rather than a tender — where market reaction could change the initial figure.

The Wellcome Trust is offering 20 per cent of its 100 per cent holding in Wellcome, and an extra 5 per cent comes from Wellcome themselves. The price will be fixed on January 28, and some observers are expecting it to value the group at over £1bn. Wellcome's turnover broke the £1bn mark for the first time in the last full financial year, and profits stood at £122m (see C&D December 14, p1120). The Foundation would not comment on price speculation.

Shulton have announced a £3m expansion of their manufacturing site in Seaton Delaval, Tyne and Wear. The new development will be a 71,500 sq ft building by the existing factory.

Hugin Sweda Ltd have taken over the business of CCR Ltd (formerly Gross and previously Chubb Cash Registers Ltd). CCR is a cash register company specialising in the leisure and general merchandise sectors. The majority of CCR staff have integrated into Hugin Sweda.

Harry Cohen (Lab) presented a Bill to the Commons on Wednesday entitled "Cruelty to Animals (Amendment) Bill" designed to prohibit experiments on animals relating to the testing of cosmetics.

Linda Stone, member of Society's Council on "The pharmacists role in health education."

**Wirral Branch, Pharmaceutical Society and Birkenhead & Wirral Pharmacists' Association**, Wirral Postgraduate Medical Centre, Clatterbridge Hospital at 8pm. Miss Collette Handley, home service advisor, North West Gas will give a cookery demonstration.

### Advance Information

"Fundamental considerations in infant feeding in 1986" The Royal College of Obstetricians and Gynaecologists, 27 Sussex Place, Regent's Park, London NW1 4RG, on Tuesday, February 4, 9.30am to 4.10pm. Main topics of symposium are infant feeding in the first six months and a discussion on current approaches to problems in infant nutrition. Further information from Mrs E. G. Newton, Maidenhead House, 112 Bartholomew Street, Newbury, Berkshire RG14 5DT.

**UKCPA Workshop "Therapeutics at Home"**, Clinical Sciences Building, St James's University Hospital, Leeds on Wednesday, February 26. "Helping the patient with ... Diabetes." Registration fee £17 members, £30 non-members. Further information from Mr R. Swallow, principal pharmacist (clinical training), St James's Hospital (tel 0532 433144 ext 5210).

**Annual Chemical Congress**, University of Warwick, Coventry, April 8. Further information from Dr John F. Gibson, The Royal Society of Chemistry, Burlington House, London W1V 0BN.

**Human Scabies Control Management Course**, Brunel University, London on April 29-30. Fees £121.06 plus £6.90 VAT. Further information from Joanna Wickenden, course organiser, MEC London Office, London N8 (tel 01-341 5717).



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## Trade Marks

The Trade Marks set out below were assigned on 23rd August 1985 by UAC  
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Crawley, Sussex RH10 1DD. WITHOUT THE GOODWILL OF THE  
BUSINESS IN WHICH THEY WERE THEN IN USE.

### 1. Registered Marks

Number	Trade Mark	Class	Goods in respect of which the Mark has been <b>used and is assigned</b>
846709	FORPRIN	5	Antipyretic and analgesic preparations in tablet form.
1083867	PLENIVITE	5	Medicinal and pharmaceutical preparations and substances
81145583	FELBRIODE	5	Yeast extracts; yeast tablets; vitamin compounds; vitamin concentrates; vitamin preparations; ginseng preparations; elixirs; herbal preparations; all for medicinal purposes; food stuffs for infants and invalids; sugar free sweets being medicated confectionery for infants and invalids; medicated beverages and preparations included in Class 5 for making such beverages; medicated syrups.
1152774	PARACETS	5	Pharmaceutical preparations and substances.
81160744	FELBRIODE label	5	Yeast extracts; yeast tablets; vitamin compounds; vitamin concentrates; vitamin preparations; elixirs; herbal preparations; all for medicinal purposes; foodstuffs for infants and invalids; sugar-free sweets being non-medicated confectionery for infants and invalids; medicated beverages and preparations included in Class 5 for making such beverages; medicated syrups; medicated ginseng

### 2. Unregistered Marks

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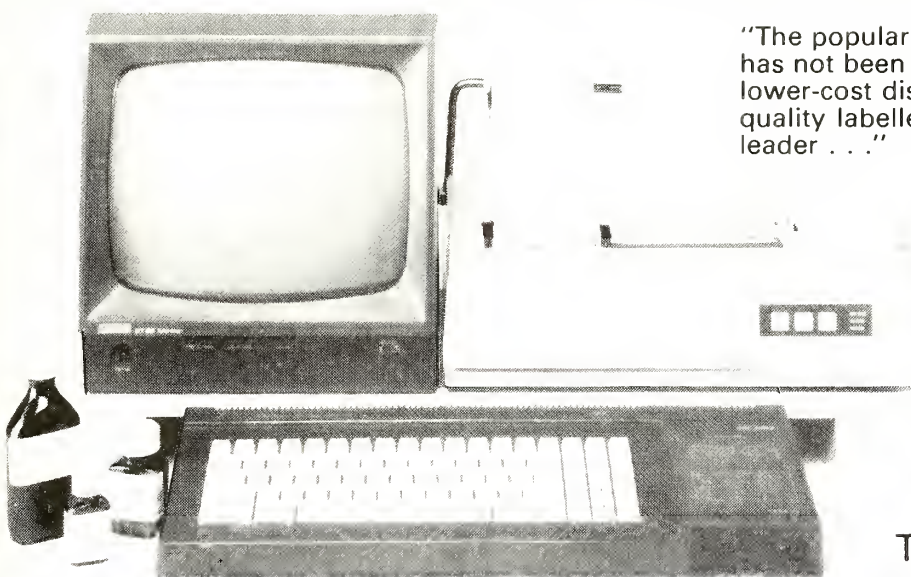
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## Mr Silverman gets Medicines Commission seat

Mr Bernard Silverman, FPS, vice-president of the Pharmaceutical Society and director of professional services of the Boots Company plc, has been appointed a member of the Medicines Commission.

Dr Michael Carter, MPS, head of international medical affairs, ICI Pharmaceuticals has also been appointed as a new member, while Professor Patrick D'Arcy FPS, professor of pharmacy at The Queen's University of Belfast and Professor Trevor Jones, MPS, head of technical development, The Wellcome Foundation have been reappointed. The terms of office are for three years starting January 1, 1986. Membership of the Commission has increased from 19 to 24.

Professor John Midgley, FPS, professor of pharmacy at the University of Strathclyde, has been appointed a member of the BP.

## Dual role for Mr Dickinson

Pharmaceutical Society deputy secretary Raymond Dickinson has been appointed secretary of the Commonwealth Pharmaceutical Association.

He succeeds the recently retired Desmond Lewis, who has been secretary since the Association's inception in 1970. Mr Dickinson says he intends to maintain the contracts established with the international agencies, such as the Commonwealth secretariat and WHO, and continue to support CPA projects. Recent funds from the Association have been put towards improving pharmaceutical services in developing countries.

Individual membership of the Association costs £5 a year — details from Mr Dickinson at the Pharmaceutical Society.

### Striking matter at Royal Mint: —

A £2 coin is being struck to mark the Commonwealth Games in Scotland this year. The coin will be legal tender but there are no plans for general circulation, says a *Daily Telegraph* report.



Liz Hunt, MPS, who was appointed C&D's National Pharmaceutical Association Reporter last week. C&D is recruiting an additional pharmacist to its team so that Liz or another member of staff is always available to report on NPA matters. The NPA will be making a financial contribution to the costs of the additional services being provided (see last week, p35)

## A matter of degree...

Those Unichem members who attended the Athens convention last October may remember that Mrs Pauline Goss sat her Open University finals there, by special arrangement, in the British Embassy in Athens.

Mr David Goss, national accounts sales manager for Crookes Products, reports she passed with flying colours (even though the question paper was pure Greek) and now has an MA(Hons) in social sciences. Congratulations!



Mr Francis Jones, MPS, of Abergavenny, is seen here receiving the keys to a new Renault 5 from Mr Les Wood, (standing), Ciba Consumer Pharmaceuticals national sales manager. Mr Jones won the car in a competition associated with the launch of Librofem

## C&D goes Down Your Way

Brian Downing, chairman and managing director of C&D publisher Benn Publications was interviewed on Radio 4's "Down Your Way" last week.

Mr Downing described the impact on Tonbridge — the focus of the programme — when Benn moved most of its magazines there from Fleet Street to become the town's largest employer. The modern design of the new headquarters had encouraged architects to update the town's image, said Mr Downing.

The trade Press was explained in some detail and Mr Downing stressed the wide coverage given by Benn's 30 magazines. "C&D goes into nearly every chemist in the country," he said.

## CPP nominations

Nominations are now invited for the nine places on the first fully elected Board of the now-independent College of Pharmacy Practice.

Practitioner and founder members are invited to nominate candidates from their own ranks by February 21, and the result of the election will be declared at the annual general meeting on April 23.

## Time catches

Shropshire pharmacist Bill Haines is selling off the century-old fixtures from his combined grocery and pharmacy.

Both BBC Midlands and Central TV are covering the auction of the 1880 shop contents. Pharmacist G.H. Morgan opened up the shop then, passing it on to his eldest son, also a pharmacist, who sold it to Mr Haines in 1939. "I just never got round to changing anything," said Mr Haines.

He still has the original equipment for making pills and cachets and previously ground his own linseed oil. But after an accident last year which made the building unsafe, Mr Haines, now 72, decided to close down his business. "I'm very sad that it all has to be broken up like this," he said. He's keeping a few favourites — like some old syrup bottles and a medicine bottle marked on the inside rather than the outside.



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